Effective Outreach for Wisconsin’s Women and Hispanic Farmers

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Today’s Question: How Can Extension and Other Agencies Better Reach Women and Hispanic Farmers?

Census data of farm principle operators shows:

- No. of women farmers in WI increased by 58% from 1997-2007 (to 9,176).
- No. of Hispanic farmers in WI increased 70% from 1997-2002 (to 523)
- No. of Hispanic farmers in WI decreased 53% from 2002-2007 (to 245)

= 20% decrease over 10 yrs.
Presentation Outline

- **Study goals & methods**
- **Wisconsin’s women farmers:**
  - Description of farms & use of govt. programs
  - Information sources & needs
- **Wisconsin’s Hispanic farmers:**
  - Description of farms
  - Information sources & needs
- **How can agencies better serve these populations?**

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*Image: Woman arranging vegetables at a market.*

*Logo: UW Extension Environmental Resources Center.*
Community Based Social Marketing Research Method

- Segment the target population
- Qualitative research:
  - Mail surveys
  - Interviews
  - Focus groups
- Develop strategies to serve specific populations
Direct Market Women Operated Farms: Study Methods

- Mailed survey to 601 women on Ag Census list
- Modified Dillman method
- Cleaned and checked data
- 373 complete surveys, 62% response rate
- Interviews
- Held a discussion group
Results: Direct Market Women Farmers, Non-dairy

- 36% = 0-29 acres, 36% = 30-99 acres, 27% = 100 acres and up.
- Most frequently mentioned products raised include vegetables (40%), poultry and eggs (35%), beef (31%), tree fruit (30%). Also mentioned flowers, nursery crops, grains.
- 37% conventional, 6% organic, 30% non-certified organic, 3% transitional, 16% sustainable.
Do Women Farmers Use Government Programs?

- Fewer than 17% of the women signed up for any conservation or farmland preservation program.
- Over 40% of women farmers are not aware of the other four programs.
Information Gathering Behavior

1. Who do women farmers consult?
2. What are their most important sources?
3. What do women farmers want to learn?
4. Would they use internet-based delivery?
Sources of Information Women Farmers Consulted

Also consulted:
Growers Assoc
Bankers,
WI Dept of Ag
County Land Office

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other farmers</td>
<td>83</td>
</tr>
<tr>
<td>Farm supply dealers</td>
<td>57</td>
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<tr>
<td>Extension Services</td>
<td>36</td>
</tr>
<tr>
<td>Farm Service Agency</td>
<td>30</td>
</tr>
</tbody>
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"Very Important" Sources of Information for Women Farmers

- Other farmers: 65%
- Family members: 47%
- Internet: 41%
- Conference or Workshop: 31%

Also important: Farm magazine, UW Extension, Field days, Equipment dealer, Radio, TV
Information Sought by Women Farmers

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Govt Programs</td>
<td>53</td>
</tr>
<tr>
<td>Sustainable or organic</td>
<td>50</td>
</tr>
<tr>
<td>practices</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>49</td>
</tr>
</tbody>
</table>

Also sought:
- Env't improvement
- Financial record keeping
- Business planning
- Animal husbandry
- Crop production
Women Farmers' Receptiveness to Internet-Based Delivery of Information

- Info summary sheet or full report: 66%
- Training modules: 50%
- Interactive online class: 50%
- Powerpoint or slideshow: 47%

Also:
- Video (YouTube)
- Audio presentation
Discussion: Direct Market Women Farmers

- 72% farm less than 100 acres.
- Only 36% consult UW Extension.
- Get information from a wide variety of sources.
- Farmer-to-farmer exchange is most important source.
- Internet increasingly important, but:
  - Difficult to navigate
  - Can be overwhelming
Hispanic farmers in Wisconsin

- Outreach and interviews conducted by our Outreach Specialist: Julia Reyes-Hamann
- Partnership with the WI Department of Agriculture, Wisconsin Farm Center (Women, Minority & Beginning Farmers Project)
Looking for & Learning about Hispanic Farmers in Wisconsin: Methods

- Mailed short bi-lingual survey to 215 on WI Ag. Census list 48% response rate
- Contacted Extension agents; ag advisors
- County visits – 9 counties
- Searched land records of 7 counties
- Printed article in Hispanic paper
- Attended Hispanic cultural events
- Interviews (25) for in-depth understanding of these farms
Wisconsin Hispanic Farm Operators
by type of operation

- Beef cattle: 33%
- Other: 27%
- Row crops: 25%
- Vegetable and melon: 20%
- Dairy Cattle: 19%
- Tree fruit: 19%
- Berries: 15%
- Oilseed and grain: 9%
- Sheep or goat: 8%
- Pig: 7%
- Greenhouse: 7%
- Poultry: 4%
- Aquaculture: 0%
Sources of Information for Hispanic Farmers - People Consulted

- Other Farmers: 64%
- Farm Supply Dealers: 49%
- Farm Service Agency: 41%
- Bankers, Financial Consultants: 31%
- Grower Association: 30%
- Extension Services: 28%
- Soil & Water Cons. Svcs.: 24%
- WI Dept. of Agriculture: 20%
- NRCS: 17%
Information/Training Needs for Hispanic Farmers

- Sustainable or organic farming practices: 37%
- Environmental improvement and conservation: 35%
- Marketing: 35%
- Crop production methods: 30%
- Animal husbandry: 27%
- Financial record keeping: 22%
- Legal issues: 22%

Percent of Respondents
Sources of Information for Hispanic Farmers:
Media, Publications, Trainings

Farm magazine or newspaper: 70%
Internet: 60%
Radio: 49%
Television: 47%
Local newspaper: 46%
UW Extension publications: 42%
Field days and presentations: 39%
Conference or workshop: 33%
Product promotion materials: 33%
Discussion: Hispanic Farmers in Wisconsin

- Not concentrated in any farm sector or region
- Not well connected to government services
- Less developed networks of social capital
- Immigrant farmers face many challenges and have a more difficult time accessing information and services
  - Lack of knowledge, experience
  - Lack of access to capital or loans
  - Language barriers, culture shock, drivers license
  - Marketing options
  - Understanding regulations
How Can Extension and Other Agencies Better Serve Women and Hispanic Farmers?

- Increase our understanding and awareness of their participation in agriculture
- Target outreach and programs to smaller scale farms
- Develop farmer-to-farmer information networks
- Improve the ease of use of the internet
- Seek out these farmers and develop one-on-one relationships with them
Effective Outreach for Wisconsin’s Women and Hispanic Farmers

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