



Rural Legacy

A Quarterly Newsletter of Women, Land, & Legacy
Vol. 3 Issue 4 | August 2015

Mel's Musings

Iowans are so fortunate to have so many women's agricultural outreach programs available. But while visiting with people throughout our state, what's a theme that weaves into many conversations? *Confusion about these programs.*

You may be sitting there right now, nodding your head. Well, know that you're not alone. In fact, many of us who *work* with these programs get them confused, too.

Women, Land & Legacy.

Women Caring for the Land.

Women, Food & Agriculture Network.

Iowa Women in Agriculture.

Women in Denim.

Boots to Heels.

Annie's Project.

"What does it mean???" (Sorry, I digress....*Toy Story* fan.)

First, why so many women's programs? Did you know that **women own or co-own virtually half of Iowa's farmland**?! Historically, many women have felt they encountered difficulty accessing agricultural information they wanted or needed. Women's ag programs help to remove those barriers and aid networking to share knowledge....sometimes simply the knowledge that "they're not in this alone."

Secondly, let me make clear that each of these incredible programs fills its own **specific niche** with a specific purpose.

(continued on page 4)

Women, Land & Legacy Comes to Linn County

Linn County WLL will sponsor its first event, the Listening Session, on Thursday, August 6, 2015 at the Lynn Dunn Memorial Building at the Linn County Fairgrounds located at 201 Central City Road in Central City. Two listening sessions will be available with the events identical in content.

The afternoon session will be held 1:30 - 3:30 pm (registration will begin at 1:00 pm) and the evening session at 6:30 - 8:30 pm (registration will begin at 6:00 pm).

Pre-registration by August 4 is encouraged. Please contact Tammy Dougherty at the Linn County Farm Service Agency at 319-377-4296, extension 2 or email her at tammy.dougherty@ia.usda.gov to pre-register.

The Listening Session is a first step in the WLL process and is an opportunity for local women to connect and network with each other as well as with local agencies, organizations, and businesses. An important outcome of the Listening Session will be project direction and guidance provided by the participants.

Upcoming Events

- Aug. 4th Iowa Women in Ag Conference, Ankeny
- Aug. 5th Wapsi Trail/Butterfly Garden Tour, Riceville
- Aug. 6th Listening Sessions, Central City
- Sept. 2nd FarmHer, Toledo
- Sept. 17th Local Products Event, Marengo

View More Info & Events At

www.womenlandandlegacy.org/events-calendar
www.facebook.com/womenlandandlegacy/events

Need to find your way to a WLL event venue? Check out the Google map link for each listening or learning session on the WLL website Events Calendar page! Just single click on the event you'll be attending.

Mitchell County WLL:**Wapsi Trailhead & Butterfly Garden Program**

August 5th, 2015 at 5:30 pm
110 E. Main Street, Riceville

Mitchell County WLL will present a free program on the history of the Wapsi-Great Western Line Trail and tour the trailhead's flower garden. A light meal will be provided. Stay late and hike, bike or roller-blade part of the recreational trail! One user said, "....the landscape you weave through is beautiful."



**Iowa County WLL:
Third Annual Local Products Event**

September 17, 2015 at 5:00 pm
2168 HH Avenue, Marengo
Genoa Bluffs Pumpkin Farm

Join Iowa County WLL for their fall learning session celebrating products from local businesses tied to agriculture!

Information and samples will be available from local businesses that reflect the entrepreneurial spirit of women in agriculture.

The open house format and casual atmosphere of this event make for a perfect evening to relax, network and enjoy local products.

Watch for more information on Iowa County WLL's Facebook page:

<https://www.facebook.com/IowaCountyWomenLandandLegacy>.

FARM HER**Tama County WLL to Host FarmHer Presentation**

September 2, 2015 at 5:30 pm
103 S. Broadway Street, Toledo
State Bank of Toledo Community Room

Tama County WLL is pleased to welcome central Iowa photographer Marji Guyler-Alaniz to Toledo for a presentation on FarmHer, Marji's project to show women working in all different types of agriculture.

"FarmHer has been the most amazing journey that I never knew I was looking for," shares Marji. "Through FarmHer, I have met amazing women. They have shared with me their stories of how agriculture came to be in their life, how it has changed their life, and mostly, how they love what they do."

FarmHer's goal is to change the perceptions of women in agriculture. "I could photograph for the rest of my life and never begin to scratch the surface of all the places and ways women are involved in agriculture."

Registration for this event will open at 5:30 pm with the event beginning at 6:00. This learning session is open to the general public, both women and men. Watch www.facebook.com/womenlandandlegacy/events for more details on this event!

Marji shared her FarmHer exhibit at USDA Headquarters in Washington D.C. in March 2015 in celebration of National Ag Day. She had the opportunity to discuss the importance of women in agriculture with USDA Secretary Tom Vilsack and Deputy Secretary Krysta Harden.

You can learn more about FarmHer at farmher.com or <https://www.facebook.com/farmher1> or check out these features from KCCI television:

<http://www.kcci.com/news/in-the-artists-studio-marji-guyleralaniz/28959940>

<http://www.kcci.com/Photographer-working-to-change-face-of-farming/23085430>.



left to right: USDA Deputy Secretary Krysta Harden, USDA Secretary Tom Vilsack and FarmHer's Marji Guyler-Alaniz. Photo by USDA, March 2015.

Iowa Women in Agriculture's Annual Conference to be Held August 4

"Emerging Trends in Agriculture" is the theme of the 9th annual Iowa Women in Agriculture Conference at the FFA Enrichment Center in Ankeny.

Conference topics will address a range of challenges faced by women in agriculture today: farm markets and global trends, financial credit management, ag advocacy, water quality regulations, agronomic best practices, and the care and handling of big data.

A complimentary reception will be held on August 3, from 5 to 7 pm. Conference registration begins at 7:30 a.m. on Tuesday, August 4 with the conference beginning at 8:15 am and concludes at 5 pm.

The cost of the conference is \$50, including the evening welcome reception, continental breakfast, and lunch. For more information, contact IWIA president Deb Schuler at Smith Land Service Co., 712/249-4321 or 712/243-4444 or visit www.iowawomeninag.org.

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### WFAN 2015 Annual Conference:

#### Women Protecting Pollinators, Protecting Food

Women Protecting Pollinators, Protecting Food is the theme of the 2015 WFAN annual conference on November 6 and 7 at the Radisson Quad city Plaza in Davenport, Iowa.

Join colleagues from all across the U.S. to network, learn and enjoy the best locally grown foods Midwest women farmers have to offer!

Keynote Speaker will be Dr. Robin Kimmerer, distinguished teaching professor of environmental and forest biology at the State University of New York and founding director of the Center for Native People and the Environment.

Field tours will be offered to showcase women-owned horticulture and livestock farms in Iowa and Illinois, urban farm projects including the Quad Cities Food Hub, and others.

Friday afternoon intensives will focus on pollinator habitat and women's leadership, as well as a combination tour and discussion for aspiring and beginning women farmers.

Nine Saturday workshops will cover topics ranging from land access to marketing, financing, and conservation. Watch *Map of My Kingdom*, a play about farm transition; enjoy delicious food and lots of networking!

For more information, visit <http://www.wfan.org/conference/>, email Leigh at [Conference@wfan.org](mailto:Conference@wfan.org), or see the Facebook event link at <https://www.facebook.com/events/1432170890427730/>.

Limited exhibitor spaces are available.



#### Scholarships Available for WFAN Annual Conference

WFAN is offering 15 annual conference scholarships to aspiring or beginning women farmers or current farmland owners in Iowa. They are being funded through the Resource Enhancement and Protection (REAP) Conservation Education Program of the Iowa Department of Natural Resources.

Recipients of the scholarships agree to return to their communities following the conference and improve or create pollinator habitat on the land they own, manage, or farm.

Scholarships will be awarded to eligible applicants on a first-come, first-served basis as long as funding is available.

For more information or an application, see online at <http://www.wfan.org/wfan-offers-15-annual-conference-scholarships-funded-by-reap/>.

(Mel's Musings, continued from page 1)

Third, because of their uniqueness, **these programs are complementary**, neither conflicting nor competing.

Lastly, **lowans should take advantage of as many of these incredible programs as possible.**

We are **Women, Land & Legacy (WLL)**, a USDA outreach program led by local teams within a county or cluster of counties. Its ongoing programming meets for single-topic learning at a frequency determined by the teams. As a USDA project, all events are open to both women and men, but the majority of attendees and people serving on a local team are women. Topics are determined by a local project's participants. WLL encourages women to come together to converse, listen, and become empowered to take action on their land and in their communities. Check out <http://womenlandandlegacy.org>.

**Women, Food & Agriculture Network (WFAN)** is a non-profit which provides a variety of ways for women to network. It also empowers women to build communities and food systems that are healthy, sustainable, and environmentally responsible. WFAN facilitates a number of programs including Women Caring for the Land's conservation message, Harvesting Our Potential's mentoring opportunities, and an advocacy program called Plate to Politics. WLL is currently coordinated through WFAN. Learn more at <http://www.wfan.org>.

**Women Caring for the Land (WCL)** is one of WFAN's programs and typically focuses on soil conservation and water quality topics. WCL's day-long, women-only programming is funded through grants or is provided for hire. The conservation momentum built at a WCL event partners well with WLL or may be used as a WLL local team's learning session (See where the **complementary** comes in?). Great resources may be found at <http://womencaringfortheland.org>.

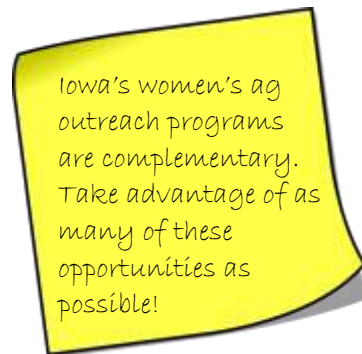
**Iowa Women in Agriculture (IWA)** is a non-profit affiliated with American Agri Women. Its focus is to provide women with education and networking to increase their agricultural business and financial skills. Check out its annual conference info on page 3 of this issue and visit <http://iowawomeninag.org> to learn more.

see more in the next column!



**Women in Denim** and **Boots to Heels** both provide annual conferences and are active *regionally* in northwest and southwest Iowa, respectively. Their purposes, as with the programs mentioned previously, are education and networking. Watch for more on Women in Denim's next conference, January 22-23, 2016, at <http://www.womenindenim.com>. Boots to Heels has great info at <https://www.facebook.com/BootsToHeels> and will have more on next spring's conference.

I'm sure many of you have taken advantage of ISU Extension and Outreach's **Annie's Project**. This popular program is offered for a fee, much like continuing education courses. Multi-course sessions are available in problem solving, recordkeeping and decision-making and are designed to strengthen women's roles in their farm enterprises. A second level of Annie's Project, **Managing for Today and Tomorrow**, offers courses in business, estate, retirement and succession planning. To learn more or to register for a session, see <http://www.extension.iastate.edu/annie>.



Iowa has so much to offer in women's ag programming, so please become involved in as many of these great programs as possible. What great ways to network....and

learn at the same time, not only from the facilitators, but also from other attendees!



In closing, I'd like to share with you that I'll be leaving my post as WLL Coordinator in early August. The past seven months have been an incredible journey. I've had the opportunity to cross paths with many of you, and it's been a pleasure helping you bring Women, Land & Legacy to more lowans.

As one of *Toy Story's* little green men said, "Farewell, my friends."

Melody Bro,  
WLL Coordinator



## ODESSA VINEYARDS

### Des Moines-Louisa County WLL June Learning Session

The Des Moines-Louisa County WLL sponsored a field event in June at Odessa Vineyards in rural Wapello, Iowa. The group talked about the wine making process, from growing the grapes to making the labels—and yes, there was wine tasting, too! Thank you to host Corey Nichols!

Odessa Vineyards is located on a bluff between the Iowa and Mississippi Rivers, just two miles from Lake Odessa. Corey, his wife, Tami, and their family grow seven varieties of grapes, both American and French-American hybrids, all well-suited to Iowa's variable climate. They began their vineyard and winery in 2006, planting 1.25 acres of vines.



## What's going on in your WLL County?

Please drop us a note when your local team has news and upcoming events!

We'd love to hear and to share!

### WLL of Southwest Iowa Lavender Tour

Women, Land & Legacy of Southwest Iowa participated in a tour of Moonstone Lavender Gardens on June 25<sup>th</sup>. The gardens were in full flower and attendees learned about the 'scentsational' lavender plant and its uses. The owner, Sheryl Hess, shared her journey of how she and her husband, Dave, have made their business bloom in the unique Loess Hills of Southwest Iowa.

The evening featured a tour of the gardens and everyone was able to explore the different varieties and even take a sample. About 50 people enjoyed the evening and learned about the benefits of lavender and the history of the business. Refreshments infused with lavender were served, including lavender-infused lemonade, tea, cookies, and breads. Participants were invited to make their own decorative item to take home and also to explore the Moonstone Lavender gift shop.

This event was sponsored through a partnership of Fremont, Montgomery and Mills County Farm Service Agency, Soil & Water Conservation District, Iowa State University Extension and Outreach, and Women, Land & Legacy Committee. WLL is committed to offering learning opportunities for rural women in areas such as business, management, agriculture and family.



### Alpacas and Wine: August 6 Conference in West Central Missouri

Missouri's Ray, Lafayette and Johnson Counties are hosting their annual Women Landowner Ag-Conference on Thursday, August 6<sup>th</sup>, 2015. Registered attendees will sign-in at 2:00 pm at Hasselbring's Harmony Ranch north of Concordia, and the event will conclude with a meal and keynote speaker at the Arcadian Moon Vineyards & Winery, in Higginsville. Sponsors of the event include Women's Landowner Agriculture Committee, Custom Ag Solutions, University of Missouri-Extension, and USDA's Farm Service Agency and Natural Resources Conservation Service.

Tours of the rare and elegant Suri alpaca will begin shortly after registration at Hasselbring's Harmony Ranch. The farm is home to more than 120 alpaca, and the Hasselbrings were recipients of the coveted Reserve Suri Breeder of the Year award in 2013 and 2014. Their farm store features beautiful shawls, cowls, scarves, and hats that are made with fiber harvested from their alpacas.



A presentation on Conservation Stewardship, by Lauren Cartwright of NRCS, will also be given at the Ranch. An emphasis will be placed on the stewardship responsibilities in the eyes of a woman landowner.



The group will then travel to the Arcadian Moon for short workshops on pond management presented by Dr. James E. Wetzel of Lincoln University; winery labeling and licensing presented by the winery; and a presentation on soap-making by Lisa Siegfried from Liberty Hill Farms, a family farm located in Centerville that specializes in all-natural, farm-raised meats, eggs, in-season vegetables, and other farm products.

Custom Ag Solutions will discuss risk management and the 2014 Farm Bill.

Following dinner, prepared by Arcadian Moon's head chef, the keynote presenter will be Laurie Link. Laurie strives to capture the beauty of the rural landscape and the day-to-day lives of her family on their farm in north Missouri by sharing her photography and stories of farm life on her blog, [countrylinked.wordpress.com](http://countrylinked.wordpress.com). She'll reveal tricks on capturing the perfect image to tell your farm's story.

Tickets for the event are \$20/person. Anyone interested in participating conference should contact the Lafayette County Extension at 660-584-3658. Participation is limited to the first 125 people.

### USDA Women in Agriculture Mentoring Network

In February, 2015, USDA Deputy Secretary Krysta Harden announced the creation of USDA's Women in Agriculture Mentoring Network. It's designed to support and engage women across all areas of agriculture and to foster professional partnership between women with shared backgrounds, interests and professional goals.

An email address was available, [agwomenlead@usda.gov](mailto:agwomenlead@usda.gov), for you to share suggestions and stories on how we can build a new generation of female leaders in agriculture. Emailing this address automatically adds you to the Network.

According to Harden, "I am truly excited by the passion and confidence I continue to see in women in agriculture across the country." Email to sign up today!



USDA Deputy Secretary Krysta Harden (center, blue jacket) pictured with the WLL State Team and WFAN's Executive Director on her visit to Iowa in November 2014. The ladies had the opportunity to discuss Women, Land & Legacy and its outreach to people throughout Iowa. Harden was raised on a peanut operation in Georgia, where her parents continue to farm.

## Krysta Harden's July 20, 2015 Message

Women in ag,

Each woman in agriculture has an incredible story to tell. I have listened to many of these stories during my travels across the country and around the world these past few months. Whether I am sitting on a tractor with two female Senators from the Midwest, or on a dairy farm with the Crete family in New Hampshire, or visiting a woman rose farmer in Guatemala, I'm always thinking about and sharing your stories with others. This July issue of the Women in Agriculture newsletter includes several as well as new core mentoring groups that will enable you to connect with your peers.

Many of you have shared your life experiences when you joined the Women in Agriculture Mentoring Network. "I'm a new farmer and need all the information, advice and guidance I can get," "We would like to network with other women in the industry," and "It would be great to join your network of women in ag and hear about other women's challenges and successes," are just a few of the sentiments you have shared. Your comments are what drive the discussion and that is why we are ready to take the next step.

This month marks the start of the Women in Agriculture core mentoring groups—an opportunity for you to share your stories with each other, because the only way to grow as a group is to listen to one another. There are seven core groups to choose from: college students; young professionals; farmers/producers/ranchers; ag off the farm (agri-business/media/research); educators; government; and AGvocate. You are invited to opt into one or more groups that interest you.

Your stories and experiences continue to fuel my passion for the Women in Agriculture mission: to empower, engage, and encourage women across all areas of agriculture. I have learned so much from all of you and I promise to continue to make a difference for other women in our field.

Krysta Harden

Deputy Secretary of Agriculture



**Rural Legacy** is a quarterly publication of **Women, Land, & Legacy**. Our vision is to help agricultural women come together to converse, listen, and become empowered to act on their landscape and in their community.

**Women, Land & Legacy** is a USDA project coordinated through Women, Food & Agriculture Network.

***We invite newsletter suggestions & contributions from participants & readers.***

The newsletter is published each February, May, August, & November & may be viewed at [www.womenlandandlegacy.org](http://www.womenlandandlegacy.org).

**Email submissions to** [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org), no later than the 15<sup>th</sup> of the prior month.

Visit us on our **Facebook** page [www.facebook.com/womenlandandlegacy](http://www.facebook.com/womenlandandlegacy).

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