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April 12, 2021

TO: All Iowa USDA Service Centers

SUBJECT: Women, Land and Legacy Guidance

Women, Land and Legacy (WLL) has been a successful outreach project for Iowa's agricultural women since 2004 and is currently active in 35 counties. WLL has always been a partnership effort which has led to its success and ability to reach agency outreach goals. The leadership of NRCS, FSA and IDALS is providing guidance for effective, efficient, and consistent implementation of WLL in current and future WLL counties.

This guidance is outlined below in this joint memo to all NRCS, FSA, and IDALS employees:

- The leadership of NRCS, FSA and IDALS fully supports WLL and considers it a component of conservation and agricultural official duties.
- Additional counties are encouraged to participate in WLL.
- Employees that implement WLL outreach can do so on official time, as approved by their supervisor. Outreach to underserved customers is a key priority as identified by Iowa NRCS leadership as well as national NRCS and USDA leadership.
- Postage for WLL mailings will be provided by NRCS or FSA locally (as approved by the DC/CED and as budget allows). Mailings for WLL Listening Sessions are the most significant in size and will be completed using postcards to reduce postage cost. Mailings for Learning Sessions are significantly smaller than the Listening Sessions. In addition to direct mailings, other forms of promotion and information will be used such as emails, press releases, flyers, and social media.
- USDA Service Center printers can be utilized for printing of WLL materials. For larger printings, use of the US Government Publishing Office (GPO) in Fort Worth, TX may be a possibility and any requests would be considered on a case-by-case basis. Contact Tanya Meyer-Dideriksen, NRCS SOC at tanya.meyer@usda.gov or Jason Johnson, NRCS SPAS at jason.r.johnson@usda.gov with requests. Another option for larger printings is the FSA State Office. Contact Amanda Hartman, FSA Public Affairs/Outreach Specialist at Amanda.J.hartman@usda.gov with requests.
- Supplies such as paper, envelopes etc. at the USDA Service Centers may be utilized for WLL efforts and events.

- NRCS and FSA employees may earn credit leave when working at WLL events that take place outside of core work hours (virtual or in person events), with advanced approval from their supervisor.
- NRCS and FSA employees may earn comp time if WLL work goes beyond credit leave criteria, with advanced approval from their supervisor and following Fair Labor Standard Act rules.
- IDALS employees that work at WLL events (virtual or in person) outside of core work hours will seek advanced approval from their supervisor and Field Representative to create a flexible schedule that accommodates this.

Iowa NRCS is currently taking the lead role of coordinating WLL. From 2015 to 9/30/20, Women Food and Agriculture Network (WFAN) provided coordination of WLL statewide through an agreement with NRCS. Tanya Meyer-Dideriksen, NRCS State Outreach Coordinator now serves as the statewide WLL coordinator. The partnerships that have always been a part of WLL are still extremely important and will continue to be fostered. When pandemic restrictions begin to lift and in person events are possible, expansion of WLL into new counties will be a priority as well as the continued support and enhancement in current WLL counties. Thousands of Iowa's farm women have benefitted from WLL and program participation by women (for all partners) has increased.

Leadership would like to thank those local employees that have implemented WLL and looks forward to additional counties participating in WLL in the future. Contact Tanya Meyer-Dideriksen at tanya.meyer@usda.gov or 515-323-2265 with questions or requests related to WLL.

Sincerely,



Bob Wegand
Acting State
Executive Director
Farm Service Agency



Susan Kozak
Director
Iowa Department of
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Jon Hubbert
State Conservationist
Natural Resources Conservation
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