

No Excuses!

10 Actions for growing the ranks of (women) farmers

Mary Peabody

UVM Extension

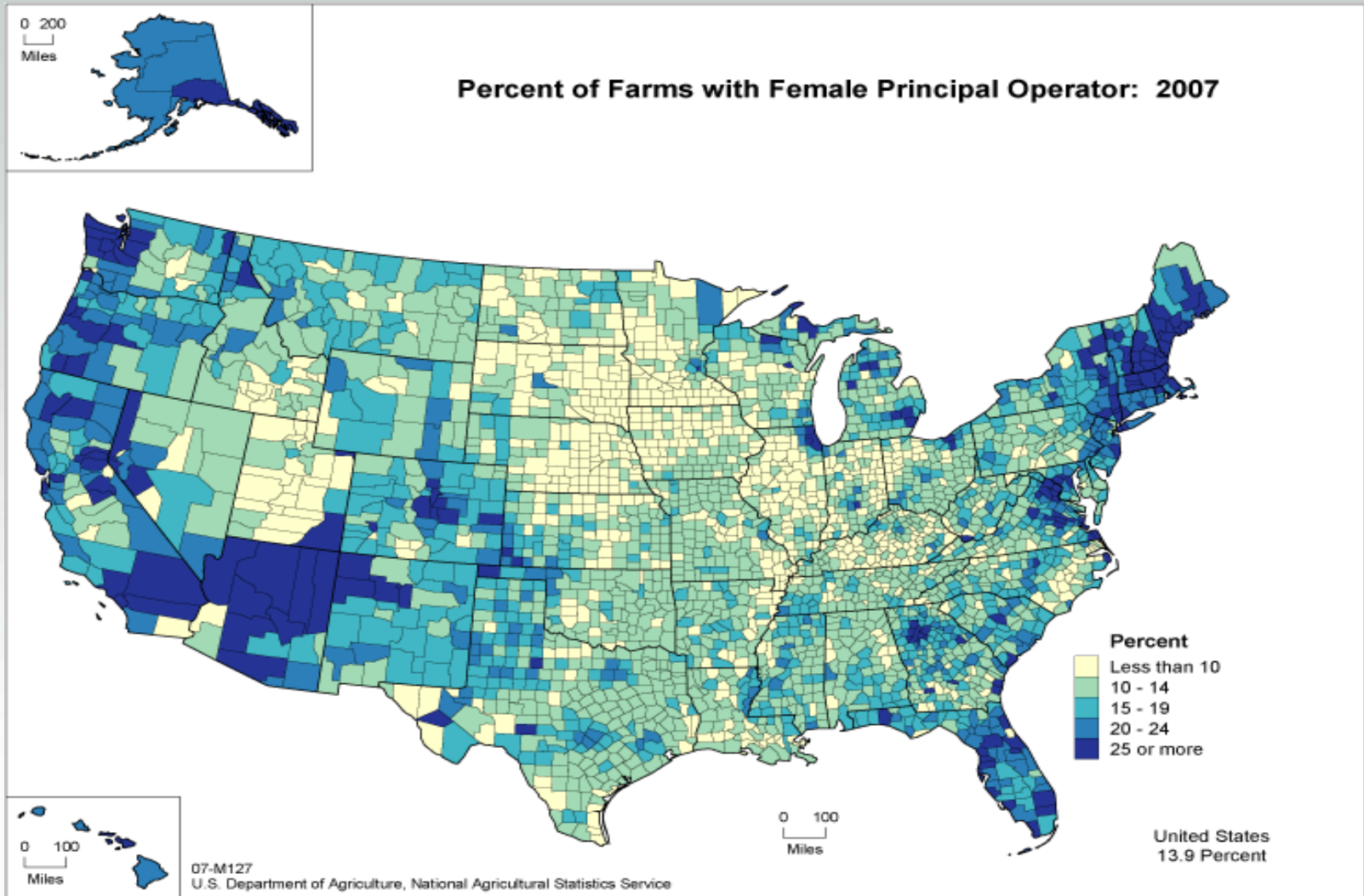
Women's Ag Network



#1 Know the truth

- We will lose 100,000 farmers in the next decade
 - Need aggressive recruitment
- The northeast has a competitive advantage
 - 20% of the US population
 - Highly educated consumers w/disposable income
- And we have some problems
 - An aging population
 - Only 6% of the country's land mass

Female farmers are significant in the NE



#2 Watch your words!

- Be proud to call yourself a farmer!
- Celebrate your “expert” power
- Build a reputation as a **Business Owner**



#3 Embrace controversy

- Learn to debate from a position of strength
- Own your core values
- Spend time with those that don't share your worldview
- Resist letting someone else set your agenda



#4 Learn to love the chaos

- Paradigm shifts occur during times of chaos
- You don't have to be perfect
- Contradictions and ambiguity exist



#5 Employ “sister courage”

- Be a mentor
- Reach out to other women
- Create or join learning circles
- Network like crazy!



#6 Tell your story

- Write for local papers
- Local radio/tv
- Social media can be your friend
- Document your success!
- Get counted!



#7 Improve your relationship with money

- Be financially literate
- Protect your personal financial security
- Be a philanthropist



#8 Let your passion show

- Happiness is infectious
- Be an advocate for agriculture as a career option



#9 Plan for the future

- Who will farm your land?
- Start the transition plan NOW!
- Leaving a legacy takes a lifetime



Action #10

Is up to you...



Thanks for all you are
currently doing!