

# EMPOWER



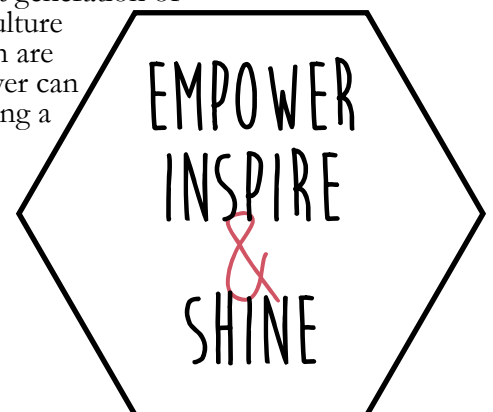
**FARM HER**®

# THE FARMHER VISION

According to the 2012 Census of Agriculture conducted by the USDA, women comprise just about 30% of all farmers (1). Women have made huge strides in the field of agriculture, however mainstream media tends to neglect the huge contributions women give to the industry. For example, look at the “So God Made A Farmer” commercial that aired during the 2013 Superbowl. The Paul Harvey narrated commercial proved to be hugely successful, however there were only two women pictured without a man by their side during the two-minute piece. With over 20 million views on Youtube, there is no doubt the commercial was a hit, yet the stereotype that farmers are predominantly men was perpetuated. FarmHer founder, Marji Gulyer-Alaniz, saw this as a problem and started FarmHer as a way to bring women into the spotlight.

FarmHer aims to empower, inspire, and shine a light on women in agriculture of all ages. The ultimate goal is to bring women out of the shadows because if women in agriculture view what they do as important, other people will also view it as important. By highlighting women who normally don't get the spotlight, other women from the outside looking in can better relate to production agriculture. FarmHer hopes to plant the seed in the next generation's mind to inspire future FarmHers to pave their own path. Finally, we hope to cultivate a friendly and inviting community where women can come for good conversation, advice, and networking.

*Empower* by FarmHer aims to better prepare the next generation of FarmHer's for the dynamic and ever-changing agriculture industry of tomorrow. FarmHer realizes that women are underrepresented in the field of agriculture. Empower can help overcome obstacles that are associated with being a woman in agriculture.





## MEET MARJI

[ Marji Gulyer-Alaniz, FarmHer  
Founder and President ]

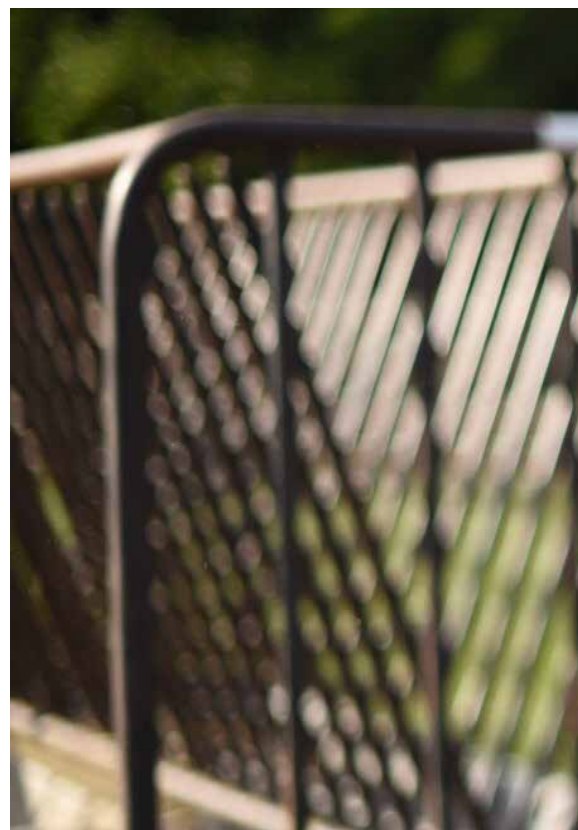
From the day I first photographed a FarmHer to the absolutely awesome movement it has become today, I have always known that FarmHer had the power. It has the power to change the way we perceive ourselves and those around us. It has the power to show the next generation what they can go do. It has the power to lift up the women out there today working the land or heading up the corner office. FarmHer has the power to *Empower*.

With a goal of reaching out to women in agriculture about the issues they face, and to find some real and valuable answers to those issues, we started this *Empower* project. Through this we have identified a variety of issues and have connected with strong, successful women to help us understand how to move beyond these issues. Through *Empower* we aim to grow confidence, connecting young women with role models and help every young woman know the value in what they have to offer.

I believe FarmHer has the potential to change the way we view agriculture. I know FarmHer has the ability to help amazing women see themselves in a different and important light. I dream that FarmHer has the ability to bring about the next generation of FarmHers that will feed themselves, their families and the world. Please take what you read in the coming pages to heart, and know that you have the FarmHer power!.



# STATISTICS & BACKGROUND



Women's role in agriculture has been richly defined by many, from stories such as Little House on the Prairie to Dodge Ram's "So God Made a Farmer" commercial. However, these stories and media portrayals barely scrape the surface when it comes to the vast roles women play in agriculture.

Based on 233 responses from a FarmHer survey, over 62% of women think that gender matters more than age when it comes to gaining respect. Many respondents noted that men experience the age limitation along with women, however that isn't accompanied by gender negativity like it is for females. (2)

Majority of women believe the public is the hardest to earn respect from. Close family and friends, not surprisingly, offer the most support and encouragement to women. The FarmHer Empower survey told us that women have faith in the future, as nearly 80% of women either defined themselves as successful or well on their way to becoming successful. (2)

## Women by State: (4)

- In Iowa, 32,167 women farm, making up 25% of farmers in the state. That's the population of Bettendorf, Iowa.
- In Nebraska, 19,851 women farm, making up 27% of farmers across the state. That's larger than the population of Papillion, Nebraska.
- In Oklahoma, 38,673 women farm, making up 32% of farmers in the state. That's the size of Muskogee, Oklahoma.
- In Pennsylvania, 27,330 women farm, making up 30% of farmers across the state. That's larger than Eason, Pennsylvania.

Women are making strides in equality when it comes to agriculture. People are interested in where food comes from and how it was grown and women have the power to tell a great story. What's more, women outnumber men in owning smaller farms. (6)

THE PERCENTAGE OF U.S. FARMS  
OPERATED BY WOMEN HAS NEARLY  
TRIPLED IN THE PAST 30 YEARS FROM  
5% IN 1978 TO 14% IN 2007.

## What Statistics Say:

- The median annual earnings in STEM careers that require a university degree of women was \$64,000, meanwhile their male counterparts earned \$78,000. (7)
- Men are 2.2 times more likely to work in a STEM career than women. (7)
- The gender wage gap is not expected to close until 2058. (7)
- About 4.6% of women work in STEM occupations, compared to 10.3% of men. (7)
- In 2013, the median annual earnings for millennial women working full time was \$30,000, even though men earned \$5,000 more each year. (8)
- One out of every 100 women



work in the agriculture, forestry, and fisheries industry while more than 3 out of every 100 men work in the same industry. (bls.gov) (9)

- Nearly 78% of women-operated farms have less than \$10,000 in sales. (10)
- 3/5 of all women operators are working on farms operated by men, most likely their husband. (10)

While the above statistics give reason to be discouraged, others offer hope for the future. Although we have a ways to go, we have a lot to celebrate.

- The women-to-men earning ratio in 2009 was 85% in agriculture, beating out nearly all other industries such as education, business, retail, and health. Only the construction industry is higher with a 92%

ratio. (9)

- Women farm operators have more education than both their male counterparts and U.S. households in general, with 61.3% of principal operators achieving some college education. Only 47.1% of male principal operators achieved some college education. (10)

While it is evident women are impactful and valuable, equality is a ways away. The statistics above, while there is evidence of progress, show a continued need for improvement. Women need to be more appropriately valued by receiving equal earnings, having career and promotion opportunities, a

nd by breaking down stereotypes to improve confidence and earn respect where it is due.

## The Goals of *Empower* :



- To identify what reality is for millennial women in agriculture
- To inform women of the vast opportunities agriculture has to offer
- To inspire women in agriculture to overcome any obstacles trown their way
- To provide insight and advice to young women starting their careers in agriculture

# PROBLEM: CONFIDENCE



What does it take for young women to dream big without fear of failing? Failure is part of life and the only way to find success. However, many women in agriculture let the fear of failure keep them from speaking up, according to FarmHers research.

*Lean In* talks about why women are more likely to stay quiet in the workplace but will raise their hand in the classroom. “Career progression often depends upon taking risks and advocating for oneself—traits that girls are discouraged from exhibiting. This may explain why girls’ academic gains have not yet translated into significantly higher numbers of women in top jobs.” (12)

However, millennials instill hope for the future. “A 2012 pew study found for the first time that among young people ages eighteen to thirty-four, more young women (66 percent) than young men (59 percent) rated “success in a high-paying career or profession” as important to their lives.” (12)

Failure can often tear down the confidence we build up. Don’t let that happen - view failure as opportunity and a necessary part of success. Take it from FarmHer pros.



# ADVICE:



## Advice from the Pros

Pam Johnson, 65, Iowa: “Confidence and competence are continuous goals of mine and are growing with continuous learning experiences and pushing myself to be and do better. Learn from others; surround yourself with people who are smarter than you. Have someone you trust to talk with and critique you with constructive criticism. I have learned I don’t need to know all the right answers; I just need to learn to ask the right questions. Find work you are passionate about and surround yourself with people who give you energy. Create together.”

Jackie Lackey, 32, Texas: “View failure as an opportunity to learn and grow and get better. We all fail – it’s a necessary and beautiful part of the journey. Take time to celebrate even the smallest of victories. Those of us who are driven to be the best

often never slow down enough to realize our accomplishments because achieving one goal simply leads to the next and larger goal. That’s ok, but take a break to do a little happy dance occasionally and thank those around you who helped you achieve those goals!”

Jill Halat, 23, Illinois: “There is a TON of opportunity for women in agriculture. Always be willing to learn how to better yourself and how you can improve. I ask myself every day, “What do I need to do to be successful?” I have heard multiple times that a company can teach you what you need to know but you have to possess the willingness to do so.

Kathryn Johnson, 24, Wisconsin: “Expose yourself to more than just the segment you want to be a part of. Ag equipment is just one piece of the puzzle that farmers have to think about. They are also thinking about marketing

their crops, and what seed they are going to buy, and what nutrients their crops need, and SO many other inputs to their operation. I wish I would have gotten an internship in another segment of the industry rather than just ag equipment. It’s never too early to get involved and always be thinking about your reputation. These farmers may be your parent’s peers now, but they could potentially be your customer in the future.”

Rachel Rinner, 34, Iowa: “Work/life balance was so hard for me to learn. I would say that used to be the least favorite. Now, I love working hard, and then coming home and not checking my phone for long periods. I encourage young women to unplug often. Start now. Hang out with your friends and put all the phones away. When work or school life gets busy, you will know how to balance it out.”

# PROBLEM: LACK OF ROLE-MODELS

**H**ow can you find your place in agriculture when women don't have as many female role models in high up positions?

Role-models can instill confidence in future FarmHers and inspire young women to dream big. According to FarmHer's research, women struggle to find leaders in agriculture that are women to serve as their role-model. To address the lack of women leadership, FarmHer is introducing advice from experienced and successful FarmHers.

Meet successful FarmHers that know the importance of role-models.

Pam Johnson of Floyd, Iowa is a 6th generation farmer who grew up when times were tough for farmers. Pam didn't necessarily plan to remain in the agriculture industry, saying "agriculture pursued me". She met her husband and ended up moving back home to start farming. When she started a family, she quit her nursing job to farm full time. Now, Pam still farms but is very involved in agricultural organizations, taking leadership roles in Maizall, the international alliance of corn grower associations from Argentina, Brazil, and the U.S. She has traveled to speak in China at the Food Security Summit, the World Trade Organization in Geneva, Switzerland, and the FAO, Food and Ag Organization of the United Nations, in Rome, Italy. At the Global Agribusiness Forum in Sao Paulo, she gave the opening



address and Maizall directors spoke on discussion panels. She also serves as secretary of FFAR, the Foundation for Food and Ag research, appointed by the Sec of Ag Tom Vilsack. She also chairs the Diversity Task Force of the National Corn Growers Association, NCGA, and serve on the Export and Grain Trade Committee of the Iowa Corn Growers Association.

On role-models, Pam said, "Couldn't do it without them! It is powerful and motivating to see and talk with other women in leadership. If we can see it, we can be it. I like to hear about their experiences and learn from them. Past and present, including the strong women in my family and a few really close women friends. A support system is critical, men and women. Colleagues who I work with are inspiring."

Jackie Lackey, 32, of Haskell Texas is the owner of Encore Visions, a company she started nearly 11 years ago. She grew up right outside of San Antonio in a relatively urban community, but her parents were involved in rodeo and showing horses so she was raised riding horses. I grew up right outside of San Antonio on 3 acres in a relatively urban community. She became interested in lambs while at the county show and then met a man and lamb breeder, Prater Gibbs, who forever changed her life. From the age of 10 to 18, Jackie showed lambs competitively and met many people doing so who would influence the course of her education and ultimately career. She attended Texas A&M University where she received her bachelors in Animal Science and then my Master of Agribusiness. Jackie's career really started as a way to give back to those who helped her and her passion grew from there. She is the CEO and Creative Director of Encore Visions, a marketing firm, based in Texas, focused on agribusiness. She considers



# ADVICE:

herself lucky to get to experience the best of both worlds and can not only be creative during the day, but then go home to help her husband with their showpig operation.

When it comes to role-models and mentors, Jackie has many. Here are some of the bright women she looks up to. “Deni Townsend, my mother who always taught me to never depend on anyone but myself - tough at times but SO important. Diana Craft, mother of a young girl I didn’t realize looked up to me when she was showing. Diana’s appreciation led to her supporting me at several livestock premium sales and ultimately helping pay for much of my college education. To this day, I aspire to give back the same way she so selflessly gave to me. She’s a shrewd and respected businesswoman, proud mother and HUGE supporter and advocate of youth livestock programs. All the things I want to be when I grow up. Lisa Norton, Vice President of BioZyme, Inc. I met Lisa on a plane home from judging the Miss American Angus contest in Louisville about 5 years ago. You know that moment you meet someone and you just know you were called to do amazing and great things together? That’s Lisa! She’s the smartest, hardest working, most energetic person I know. She leads by example and is never afraid to get outside of her comfort zone. Plain and simple, she makes me want to be better. Kristi Stevens, my first employee (still works beside me) and savior on a daily basis. She’s taught me the meaning of friendship and loyalty, the girl can figure ANYTHING out and if I couldn’t do it with her, I wouldI just rather work at Dairy Queen because it wouldn’t get done.”

## Digging deeper: Mentorship

Role-models are individuals to look up to and aspire to, where as mentors typically facilitate a more personal relationship that offers advice and encouragement. Both role-models and mentors provide inspiration, however mentors take a specific interest in you and your personal goals. On mentoring, Lean In affirms that it is a great way to pave your way to success. “One study showed that women who found mentors through formal programs were 50 percent more likely to be promoted than women who found mentors on their own.” (12)

However, finding a mentor will not lead you to success. Rather the opposite, according to Lean In. “Now young women are told

that if they can just find the right mentor, they will be pushed up the ladder and whisked away to the corner office to live happily ever after. Once again, we are teaching women to be too dependent on others.” (12)

Sheryl Sandberg painfully points out the harsh reality that defines women in the workplace. Upon giving a speech at Harvard Business School in 2011, Sanberg said, “If current trends continue, fifteen years from today, about one-third of the women in this audience will be working full-time and almost all of you will be working for the guy you are sitting next to.” (12)



# PROBLEM: VALUE OF A **FARMHER**<sup>®</sup> OPINION



Approximately 80% of respondents in the FarmHer Empower survey have felt undervalued as a woman in agriculture. Today, many women still don't feel like their opinion has as much value as their male counterpart, and that isn't right. We at FarmHer are working to change that. When women were asked about their biggest struggle as a woman in agriculture,

responses were:(2)

“Not being taken seriously. Having to prove myself to every person I encounter that I might know a little about farming, repairs, hybrids, diseases, etc. It can wear a gal out!”

“I can walk into businesses and they listen and are very polite. But if another farmer comes to my farm to buy hay or need

a hand if my husband isn't around they act like I'm useless or stupid. I've been offered horribly low prices for hay they would never be that rude to my husband. I figure it is their loss. Thankfully my husband refuses to do business with people who treat me that way!”

“Most men dismissed my input, until they saw that I was committed to whatever project I

might be working on.”

“Most of our regular help listens to me and knows that I know what I’m talking about. But when we have to hire an outside company for a project we are working on, they immediately assume I don’t know anything because I’m a young woman.”

outshine your age and gender.”

“Women are a powerful force in agriculture and we need to be mindful of that. We have the ability to make lots of decisions and to influence others, regardless of their gender. Continue to strive for the best, but always be open to the ideas of others as without collaboration little is possible and

## MEET PONSI

Meet FarmHer Ponsi Trivisvavet. As President of Syngenta North America., she has is a great role-model for women in agriculture.

Ponsi was born in Bangkok, Thailand and moved around the world a lot as a child, but grew up in California. Her day-to-day work is to ensure that Syngenta provides the best seeds to American farmers. It includes working with Research & Development and Production & Supply to provide the best seeds with the right marketing campaigns for the sales team to work with customers and growers, Ponsi said.

“I have been with Syngenta for 8 years and been in this role for 2 years. I have always wanted to work in the role that can make a big impact to the world. I didn’t imagine that dreams can come true.”

When FarmHer asked about if she has ever felt disadvantaged as a woman, she said, “I’m fortunate that I have always had right respects from the industry. I just need to make sure that I don’t think about it as disadvantage. By focusing on work objectives which is about helping farmers, my energy is focused on the right thing. The time to worry about disadvantages is not there when I focus my energy on creating value to growers.”

Her advice to young women in agriculture was simple. “Love your job, be passionate and contribute back to society. That’s when you will have more energy on what you are doing.”

Change your perspective. Instead of thinking about disadvantages you as a woman in agriculture face, think about it as having different advantages. We might have to get creative to ensure our opinion is valued, however once we realize it’s possible, our opportunities are endless.



Women have the power to turn our struggles into something positive. Nearly all women in the FarmHer Empower survey had positive words for the future.

“Be confident, be yourself, be proud, let it show that you know what you are doing.”

“Be unapologetic and willing to learn. When you’re well-educated your passion and knowledge with

life is less interesting.”

“Most issues surrounding the unequal treatment of women (and other minority groups) in ag are not conscious. The best way to fight this unconscious bias is to speak up for yourself and others.”

For every challenge women face in agriculture, there is another woman facing a similar obstacle.



# THANK YOU!

Throughout all FarmHer's research, one thing was clear. All the obstacles that were identified as most pressing all tie in together somehow; they create a domino effect. Role-models instill confidence which in turn will help young women to make their opinion heard. If women in agriculture focus on overcoming one of the obstacles FarmHer identifies as pressing, she is probably well on her way to overcoming another obstacle.

There is no one solution to the many obstacles facing women in agriculture, however the support from fellow FarmHers is necessary. By making those connections with other women in agriculture and lifting others up, we can accomplish so much.

However, the agriculture industry offers many resources for women willing to utilize them. The USDA's women in agriculture mentorship program is one way to connect with successful women in agriculture. Events such as Grow by FarmHer and Executive Women in Agriculture are pivotal ways to make connections and find role-models. Books like Lean In by Sheryl Sandberg offer guidance and will inspire you to tackle gender

bias head-on. As Pam pointed out, role-models and mentors don't have to be women - men can offer the same inspiration and guidance as their female counterpart.

Susan B. Anthony said it best when she was marching for women's equality nearly a century ago. "Our job is not to make young women grateful. It is to make them ungrateful so they keep going." Thank you for supporting FarmHer as we continue to march towards equal playing grounds in the agriculture industry.



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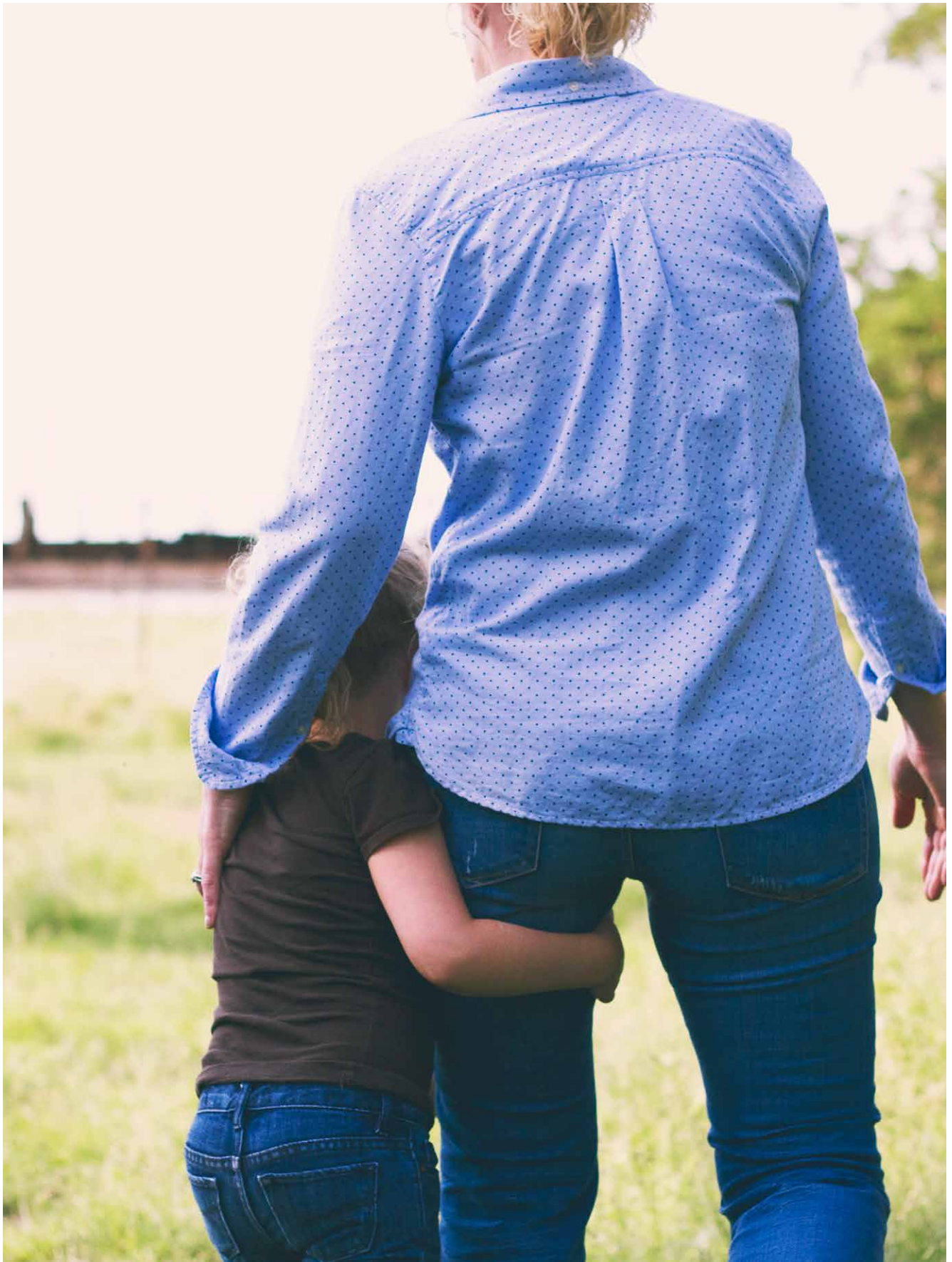
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