Results from the 2017 WIA Conference Survey
Researchers: Marilyn Schlake & Becky Vogt
SURVEY DETAILS

• 2013-2017 Years
• Mailed to 782 prior attendees
• 220 Responded – 28%
• Objectives
  • Learn about YOU and why you attend WIA
  • How YOU use the conference information for your operation
  • What have been the impacts for YOU and YOUR operation
  • How to improve to make it better for YOU
• IRB Approved
WHERE DO YOU STACK UP?

Between 2013 and 2017, how many times did you attend WIA?

1. One
2. Two
3. Three
4. Four
5. All Five

Survey Says:
- One 32%
- Two 36%
- Three-Four 24%
- All five 8%
INDUSTRY ROLE – WHO ARE YOU?

Survey Says:

1. FarmHer 38%
2. RancHer 23%
3. Consultant 2%
4. Landowner Only 16%
5. Value-Added Business 5%
6. Service ProviHer 15%

N=324
# ROLES ON THE FARM OR RANCH?

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Owner</td>
<td>11%</td>
</tr>
<tr>
<td>Main Partner</td>
<td>45%</td>
</tr>
<tr>
<td>Employee</td>
<td>7%</td>
</tr>
<tr>
<td>Manager</td>
<td>8%</td>
</tr>
<tr>
<td>Consultant</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>

Survey Says: N=240
WHY ATTEND WIA?

To know more about:

• Overall farm and ranch operations
• Production practices
• Health and well-being
• Regulatory and policy issues
• Estate/Transition planning
• New business opportunities
• Marketing traditional and alternative crops
• Financial or accounting practices

Results:

• 4.2
• 3.7
• 3.5
• 3.7
• 3.9
• 3.3
• 3.5
• 4.0
WHY ATTEND WIA?

Know more about overall information…rated most important:
Under age 50 (57%) compared to over 60 (31%)

Health and well-being
51-60 age (41%) versus 40 or younger (12%)

Estate/transition planning
51-60 age (54%), over 60 (47%) compared to under 40 years (19%)
WHY ATTEND WIA?

To improve my farm/ranch skills in:

• Financial management
• Production records
• Organization of overall operation
• Computers, including use of software

Results:

• 4.0
• 3.7
• 3.8
• 3.7

Women 41-50 age group rated Production records (48%) and organization of overall operations (52%) as most important.
WHY ATTEND WIA?

To enhance my personal skills in:

• Communicating/advocating for ag
• Balancing farm and ranch life
• Networking with others
• Renewing commitment to farm/ranch

Results:

• 3.9
• 3.6
• 4.0
• 3.7
WHAT YOU SAID…

“Not only have I learned things, I’ve met beautiful ladies with same goals, concerns, interests who encourage me! It rejuvenates my soul!!”

Survey respondent
<table>
<thead>
<tr>
<th>New/different livestock management practices</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Not applicable</td>
<td>52%</td>
</tr>
<tr>
<td>2. Not feasible for my operation</td>
<td>9%</td>
</tr>
<tr>
<td>3. Started discussion with partner(s)</td>
<td>25%</td>
</tr>
<tr>
<td>4. Making changes</td>
<td>10%</td>
</tr>
<tr>
<td>5. Made Changes</td>
<td>5%</td>
</tr>
</tbody>
</table>

RanchERS – significant difference - talking with partners (45%); making changes (19%) and made changes (9%)
New/different livestock marketing tools

1. Not applicable
2. Not feasible for my operation
3. Started discussion with partner(s)
4. Making changes
5. Made Changes

Ranchers – significant difference - talking with partners (50%); and making changes (17%); made changes (9%).
# Changes Made to Reduce Risks

## New/different crop management practices

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Not applicable</td>
<td>39%</td>
</tr>
<tr>
<td>2.</td>
<td>Not feasible for my operation</td>
<td>12%</td>
</tr>
<tr>
<td>3.</td>
<td>Started discussion with partner(s)</td>
<td>35%</td>
</tr>
<tr>
<td>4.</td>
<td>Making changes</td>
<td>10%</td>
</tr>
<tr>
<td>5.</td>
<td>Made Changes</td>
<td>4%</td>
</tr>
</tbody>
</table>

FarmHERS – significant difference - talking with partners (46%) and making changes (15%).
<table>
<thead>
<tr>
<th>New/different crop marketing tools</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Not applicable</td>
<td>44%</td>
</tr>
<tr>
<td>2. Not feasible for my operation</td>
<td>7%</td>
</tr>
<tr>
<td>3. Started discussion with partner(s)</td>
<td>29%</td>
</tr>
<tr>
<td>4. Making changes</td>
<td>12%</td>
</tr>
<tr>
<td>5. Made Changes</td>
<td>8%</td>
</tr>
</tbody>
</table>

FarmHERS – significant difference - talking with partners (43%) and making changes (19%).
CHANGES MADE TO REDUCE RISKS

Legal Management Changes

Farm Bill compliance practices
Lease practices
Estate/Transition plans

Results

17%
23%
41%

FarmHERS – Farm bill sharing
RancHERS – Lease practices sharing, lower changes made
RancHERS – Transition plans sharing, lower changes made
CHANGES MADE TO REDUCE RISKS

Financial Management Changes

<table>
<thead>
<tr>
<th>Record Keeping Practices</th>
<th>51%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting/tax preparation practices</td>
<td>43%</td>
</tr>
<tr>
<td>Budgeting practices</td>
<td>36%</td>
</tr>
<tr>
<td>Statement/communications with banker</td>
<td>28%</td>
</tr>
<tr>
<td>Crop/livestock insurance tools</td>
<td>22%</td>
</tr>
</tbody>
</table>

Results

Value-added/Rural Business roles – higher levels of sharing information with partners.
### CHANGES MADE TO REDUCE RISKS

<table>
<thead>
<tr>
<th>Human/Personnel Mgmt Changes</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee management practices</td>
<td>14%</td>
</tr>
<tr>
<td>Personal/family health or safety practices</td>
<td>36%</td>
</tr>
<tr>
<td>Family communications processes</td>
<td>32%</td>
</tr>
<tr>
<td>Estate family succession plans</td>
<td>41%</td>
</tr>
</tbody>
</table>

Both FarmHers & RancHers – sharing and making changes with family health and safety
EXTENT OF CHANGES – MODERATE/HIGH IMPACTS

Use of ag networks/resources
- Landowner: 44%
- VA Business: 55%
- RancHer: 54%
- FarmHer: 60%

Effectiveness in bus mgmt
- Landowner: 41%
- VA Business: 49%
- RancHer: 54%
- FarmHer: 60%

VA business activity
- Landowner: 16%
- VA Business: 23%
- RancHer: 28%
- FarmHer: 40%

Family & Emp Safety
- Landowner: 25%
- VA Business: 35%
- RancHer: 37%
- FarmHer: 47%

Family health
- Landowner: 24%
- VA Business: 29%
- RancHer: 40%
- FarmHer: 43%

Farm/Ranch Conservation
- Landowner: 24%
- VA Business: 33%
- RancHer: 36%
- FarmHer: 44%

Profit for farm or ranch
- Landowner: 30%
- VA Business: 36%
- RancHer: 45%

N=220
EXTENT OF CHANGES – MODERATE/HIGH IMPACTS

- Family & Business Communications: 54% (Landowner), 53% (VA Business), 44% (RancHer), 62% (FarmHer)
- Confidence in Mgmt of Operation: 54% (Landowner), 60% (VA Business), 61% (RancHer), 63% (FarmHer)
- Personal Health & well-being: 38% (Landowner), 44% (VA Business), 45% (RancHer), 53% (FarmHer)
- Part in Ag Org/Networks: 0% (Landowner), 38% (VA Business), 44% (RancHer), 54% (FarmHer)
- Role in agricultural advocacy: 0% (Landowner), 49% (VA Business), 49% (RancHer), 57% (FarmHer)
- Role in Financial Decisions: 42% (Landowner), 42% (VA Business), 45% (RancHer), 55% (FarmHer)
- Role in Mgmt & Production Decisions: 46% (Landowner), 50% (VA Business), 50% (RancHer), 54% (FarmHer)

N=220
“The greatest impact on me was the mental confidence boost to be around others/women in ag. The greatest impact on our operation was/has been the communication tools and conversation starters to elevate the family into farming smarter. It may not have changed anything now but the seeds have been planted for future change when needed.”

Survey respondent
“I think it’s a great opportunity for women to learn about practices, changes in the industry, etc. There are so few times the women involved in a farm/ranch operation are recognized or have an event solely dedicated to them. Thank you for such a great event.”

Survey respondent
MORE INFORMATION

Abbreviated & Full reports – Online at wia.unl.edu

PDF emailed: contact mschlake1@unl.edu

Questions:
Marilyn Schlake
Extension Educator
mschlake1@unl.edu

Photos purchased from 123RF.com