

**Women in Agriculture**  
**January 2023 Winter Newsletter****2023 A.W.E. -Ag Women Engage Conference**

It has been three years since we were last in person for a Women in Ag Conference in Indiana. Last year saw fantastic regional meetings in Shipshewana and Nashville and a well-attended Young Ladies in Ag Event in Shipshewana, but we truly look forward to seeing EVERYONE together at the new Convention Center in Terre Haute this year! Since it has been a few years from our last conference, the committee decided this year was a great time to rebrand the conference to help us get a more centered theme each year, resulting in the name change to the Ag Women Engage Conference (A.W.E.).

Our lineup of speakers this year have been carefully chosen to help us become more digitally aware for online marketing and telling our farm's story, to help us with succession and passing down our farm ground, to help us look to the future, and most importantly, how we can care for our own selves better!

We look forward to reconnecting, having fruitful discussions, and most importantly— becoming more ENGAGED!

~Elysia Rodgers  
2023 A.W.E. Conference Chair

**Conference and Hotel Information**

Ag Women Engage Conference  
February 22-23, 2023  
Terre Haute, IN

Register Here: <https://cvent.me/DDxyr2>  
Registration Ends February 10, 2023

**Hotel Information**

Hilton Garden Inn  
750 Wabash Ave, Terre Haute, IN 47807  
812-234-8900

Group: "Purdue Agriculture Conference"  
Or use code **PWAC23** if booking online  
Hotel Rate \$159 per night

Reserve your room by: **January 21, 2023**  
**[Terre Haute Hilton Garden Inn Website](#)**

<https://ag.purdue.edu/departement/extension/wia/index.html>

*Purdue University is an equal opportunity/equal  
access/affirmative action institution.*

## Pre-Conference Schedule

**February 21, 2023**

### **Pre-Conference Session:**

**10am to 5pm:**

*“Becoming the Employer of Choice”*

Becoming the Employer of choice is a human resource management curriculum geared at farm managers/owners looking to improve their human resource management skills. The program format is based on a curriculum of seven modules. It addresses questions such as:

Do you know how to deliver effective feedback?

Do you understand what motivates your employees?

Do you have a vision and can you effectively share it to engage your employees?

These questions and many others are addressed in the program via hands-on interactive sessions aimed at building skills related to hiring, training, motivation, conflict management, communication, and leadership. Interactive sessions aim to build skills in a wide variety of human resource management topics import to farm business. Learn from other farmers and managers to take home effective and practical approaches to human resource management on farms.

**6:00 PM:** *Supper in The Area with Whomever Is in Terre Haute at This Time*



## Conference Schedule

**February 22, 2023**

**9:00-10:30 Registration**

**10:30 Welcome**

**10:45-12:00 noon Session 1**

1a: Part 1: *"New Farmers – Getting started with USDA"*

Part 2: *"Investing 101"*

1b: *"Mental Health Therapy 101: What to expect, what does it look like, and is it for me?"*

1c: *"Farmland is one of your biggest investments"*

1d: *"Understanding Google Docs"*

**12:00-1:30 Lunch and Keynote Speaker: Brenda Mack**

**Keynote Session:**

*"Bloom Where You're Planted: Cultivating Wellness, Well-Being, and Resiliency in an Ag-Related Life"*

**1:45-3pm Session 2**

2a: *"Technology Benefits on the Farm"*

2b: *"Developing and Sustaining a Resiliency-Focused Self-Care Plan in an Ag-Related Life"*

2c: *"Climate Smart Agriculture: What is it and why should you care?"*

2d: *"Capturing Light: Ways to Brighten Your Online Presence with Photos and Video, Part 1"*

**3:30-4:15 Bonus Sessions / Break**

B1: *"Food Budgeting and Meal Planning"*

B2: *"Language of Flowers"*

B3: *"Basics of Yoga"*

**5:00pm-6:15pm Session 3**

3a: *"Is Your Operation Ready for Succession Planning?"*

3b: *"Are you interested in becoming a Home-Based Vender (HBV)? Learn the rules, tips for success, and stand design with food safety in mind"*

3c: *"Smart Use, Smart Choice: Choosing Your Medicare Plan"*

3d: *"Capturing Light: Ways to Brighten Your Online Presence with Photos and Video, Part 2"*

**6:30 pm Dinner**

**6:45pm Evening Program**

## Conference Schedule Continued

**February 23, 2023**

**7:30-8:30 Registration/Breakfast**

**8:30-9:00 am Opening General Session**

Introduction of Dr. Henry Quesada: Professor,  
Assistant Director of Extension & ANR Program Leader

**9:15-10:30am Session 4**

4a: *"Flex Leases"*

4b: *"Stay Emergency Aware with Indiana PREPared: Developing an Emergency Response Plan for Your Farm"*

4c: *"Understanding Personal and Family Stressors During Farm Transition"*

4d: *"Digital Ready: Making the Most of Your Social Media Presence"*

**11:15am-12:30pm Session 5**

5a: *"Opportunities and Challenges of Carbon Markets of US Row-Crop Producers"*

5b: *"City Girls to Farm Wives: Tools of the Trade"*

5c: *"Employing Youth in Agriculture: Keep your operation legal and your young workers safe!"*

5d: *"Running a Successful Farm Business, with or without the Farmers Market"*

**2:00-3:00pm Capnote Speaker: Pam Downing and Team from Larison Media**

**3:00 pm Closing Comments**



### Young Ladies in Agriculture Forum

**February 22, 2023**

**(During the AWE Conference)**

Young ladies in grades 8-12 or college are invited to participate in the conference.

Join us to explore and engage with other young ladies while learning about financial strategies, marketing yourself, and building a strong resume.

The cost to participate is **\$20.00** per person.

Register here for the Young Ladies in Agriculture Forum: <https://bit.ly/YoungLadiesInAg2023>

Space is limited so please register to reserve your seat!





A 4-part workshop for landowners and tenants.

Build your land management and leasing knowledge while networking with other women in agriculture at our upcoming workshop series, which will be held at various sites throughout Indiana and virtually from 5:30 to 8:30 p.m. on the following dates:

Jan. 18

Jan. 25

Feb. 1

Feb. 8

“The Power of Negotiation and Communication: Land Leasing Strategies for Midwestern Ag Women” is a three-state collaboration of extension women in agriculture programs at Kansas State University, Purdue University, and the University of Nebraska-Lincoln. Sessions will be held simultaneously at multiple locations in Kansas, Indiana, and Nebraska.

# The Power of Negotiation & Communication

*Land Leasing Strategies for Midwestern Ag Women*



JAN. 18 | JAN. 25 | FEB. 1 | FEB. 8

USDA National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

K-STATE  
Research and Extension

N  
EXTENSION

P PURDUE  
UNIVERSITY Extension

NORTH CENTRAL  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION

These workshops will help raise your awareness of local land values and cash rental rates, along with the factors that influence them. Whether you are a landlord or a tenant, you'll learn more about the importance of having a written lease, what should be included in it and how to ensure it is equitable for both parties.

Participants will hear from keynote speakers who will be streamed live to dozens of workshop sites in all three states. Each site will also host local speakers and hands-on activities. Attendees will have the chance to ask questions of local extension experts while learning negotiating strategies and best practices to improve the landlord-tenant relationship.

You will leave with a greater understanding of conservation programs, including compliance requirements and voluntary programs that are available.

The workshop costs \$50 per person and participants should plan to attend each session. A virtual option is available for those unable to attend a workshop site, although in-person attendance is highly encouraged to better network with other attendees and interact with speakers. Registration is required by Jan. 13. Dinner will be provided to those participating at one of the host sites.

Find more information and register at [puext.in/PowerOfNegotiation](https://puext.in/PowerOfNegotiation)

This material is based upon work supported by USDA NIFA under Award Number 2021-70027-34694.

# Creating a DIGITAL READY BUSINESS

Purdue Extension Community Development wants to help your business be digitally savvy. Register for one of these virtual workshops to take advantage of digital tools to grow your business.

Sessions are held virtually from 1-2pm CST / 2-3pm EST

<u>TOPIC</u>	<u>SESSION DATE</u>
1. Claim Your Online Turf	Tuesday, January 24
2. Website Basics	Thursday, January 26
3. Grow Your Virtual Customers	Tuesday, January 31
4. Search Engine Optimization	Thursday, February 2
5. Email Analytics & Marketing	Tuesday, February 7
6. Podcasting 101	Thursday, February 9
7. How to Blog Successfully	Tuesday, February 14
8. Introduction to Social Media Platform	Thursday, February 16
9. Social Media Plan & Content	Tuesday, February 21
10. Social Media Analytics & Marketing	Thursday, February 23
11. Digital Storefront	Tuesday, February 28

For detailed session descriptions visit our website link:

[www.cdext.purdue.edu/dr](http://www.cdext.purdue.edu/dr)

**Cost:** \$25 per workshop or \$250 for all 11 sessions (\$30/\$300 for non-Indiana)

If your business is in Adams, Allen, DeKalb, Delaware, Huntington, Kosciusko, Lagrange, Lawrence, Montgomery, Morgan, Noble, Steuben, Vanderburgh, Wabash, Wells, or Whitley County, there is no charge for the workshops- grants received by the Northeast Indiana Innovation Center (NIIC) and by AT&T have covered the program fee.

**Register at :** <https://cvent.me/RPLD2W>

Questions? Contact:

Daniel Walker  
walke422@purdue.edu



Extension - Community Development

**DIGITAL READY** BUSINESSES

# FARMING TOGETHER:

## *Cultivating Relationships and Having the Cash to Bring in the Next Generation*



To successfully guide a farm operation from generation to generation, farm owners and families need to have a plan for where they are going and knowledge of how they will fund that transition. The Purdue Extension [Succession Planning Team](#) is hosting workshops along with individualized sessions to help farms strategically structure a farm succession plan.

The “Farming Together: Cultivating Relationships and Having the Cash to Bring in the Next Generation” workshop will be a day-long event hosted at 10 Indiana locations. Workshops will be held at various locations beginning January 12 through February 2, 2023 from 10 a.m. to 3 p.m.

“Farm owners often want to start with legal matters associated with transition planning. However, farm families need to find consensus on their goals and where they envision the operation moving in the future first,” says Renee Wiatt, Purdue family business management specialist. “A large part of agreeing on goals and future vision for the farm can be achieved through proper relationships and communication, as well as knowing where to start.”

A local lawyer will be available at each of the regional meetings. After the workshop, families can schedule virtual guidance sessions for individualized discussions with the Purdue team and collaborators to discuss topics of their choice.

The cost for the workshop is \$30 per person with lunch included. Register [here](#). The list of workshop locations is as follows:

Jan. 17: Clay Co. Fairgrounds, 6656 N. State Road 59 Brazil, Ind.

Jan. 19: Purdue Extension Bartholomew County Office, 783 Ss Marr Rds Columbus, Ind.

Jan. 19: Hopewell Mennonite Church, 805 N. Main St. Kouts, Ind. (Central time)

Jan. 25: Kokomo Public Library, 120 East Mulberry St. Room 100 Kokomo, Ind.

Jan. 26: Purdue Extension Wayne County Office, 861 Salisbury Rd. Richmond, Ind.

Jan. 26: White County Fairgrounds, 12 N. 25 E. Reynolds, Ind.

Jan. 26: Purdue Extension Harrison County Office, 247 Atwood St. Corydon, Ind.

Feb. 1: Spencer County Youth & Community Center, 1101 E. County Rd. 800 N. Chrisney, Ind.

Feb. 2: Huntington University Habecker Dining Commons, 502 Lake Street Huntington, Ind.

The Purdue Succession Planning Team is comprised of Purdue Extension educators and specialists who seek to address the needs of families planning the continuation of farm businesses. The team currently offers programming through regional workshops, succession planning presentations and farm family consultations. The workshops are made possible through grant funding from North Central Extension Risk Management Education.





The annual [Indiana Horticultural Conference and Expo](#) (IHC) returns to West Lafayette on Jan. 23 and 24. Beginners and experienced small and large vegetable and fruit operators are invited to join Purdue Agriculture specialists and educators for two days of educational sessions and networking with fellow Indiana and Midwestern farmers and vendors.

Educational sessions will include topics of small fruit production, apple production, food safety, fresh vegetables, controlled environmental agriculture and business marketing. Indiana cider makers will be back in person for the traditional cider contest, and a silent auction will be held to benefit the Fruit and Vegetable Extension and Research Fund. A trade show also will be open to meet vendors of equipment, seeds, irrigation and more.

“After two years of virtual Indiana Horticultural Conference webinars, we are excited to be meeting in person with Indiana and Midwestern fruit and vegetable growers,” said Stephen Meyers, IHC co-chairperson and assistant professor of weed science in the Purdue Agriculture Department of Horticulture and Landscape Architecture. “Events like this are a great way to connect with and provide updates to the stakeholders and industries we serve. It also allows us to get feedback on where future Purdue research and outreach efforts will have the most impact.”

Certified private pesticide applicators can attend recertification sessions for an additional fee. Participants will need a private applicator license number to receive recertification credit.

Sponsorship opportunities are available at <https://www.indianahortconference.org/sponsorship/>.

Registration is open [online](#) through Jan. 16. Participants can purchase one-day registration for \$50 or two-day registration for \$90. Lunch is provided with registration. Onsite registration will not be available. The conference will be at the [Beck Agricultural Center](#), 4550 U.S. 52, West Lafayette, Indiana.

For more information, contact Lori Jolly-Brown, events and communications coordinator for Purdue's Department of Horticulture and Landscape Architecture, at 765-494-1296, [ljollybr@purdue.edu](mailto:ljollybr@purdue.edu).

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2023

# INDIANA SMALL FARM CONFERENCE

March 2-3 *Hendricks County Fairgrounds  
Danville, Indiana*

## What is the Indiana Small Farm Conference?

The Indiana Small Farm Conference is a unique space to learn new techniques, see what works, and network with others.

- Hosts over 500 attendees
- 50+ exhibitor and vendor trade show (If you are interested in being a trade show vendor, please contact Phil Cox, [cox119@purdue.edu](mailto:cox119@purdue.edu))

Learn more about the conference and the work that the Purdue Extension team does to make your small farming program work. [Purdue.ag/sfc](https://Purdue.ag/sfc)

Conference Chair

Amy Thompson

[afthompson@purdue.edu](mailto:afthompson@purdue.edu)

COMING SOON

# *WOMEN IN AGRICULTURE AWARDS*

FIND THE APPLICATIONS  
[HTTPS://BIT.LY/WIAAWARDS](https://bit.ly/wiaawards)





# Indiana Sheep Shearing School

The [Indiana Sheep and Wool Market Development Program](#) is sponsoring a shearing school, hosted by the [Indiana Sheep Association](#) (ISA), on Saturday, Feb. 18.

The statewide workshop will take place from 9 a.m. to 4 p.m. ET at Purdue University's Sheep Center, 5480 ASREC Drive, West Lafayette, IN 47906. Check-in will begin at 8:30 a.m.

The workshop is open to anyone, regardless of experience level, interested in learning the skills and methods required to successfully shear a sheep. All instructors are experienced shearers, including organizer and master shearer Steve Kennedy, whose family members have been instructors for shearing schools going back to Kennedy's grandfather.

A registration fee of \$50 will cover the workshop cost, lunch and required shearing equipment, though participants are encouraged to bring their own equipment if they have it.

Registration forms, available at the [ISA website](#), must be mailed to ISA Executive Director Bob Benson at 3506 Heathcliff Court, Westfield, IN 46074. The completed registration form and fee must be received by Feb. 1. The class is limited to 20 participants, and all attendees must sign a liability waiver as part of the registration.

"There is a continuous need for young and new sheep shearers as the older generations retire," said Gerald Kelly, manager of the Purdue Sheep Center and shearing school co-organizer. "Producers and 4-H'ers benefit from being able to shear their own sheep efficiently instead of trying to find a professional shearer. The Purdue folks are happy to help the industry just as we have for the last 150 years."

The Indiana Sheep and Wool Market Development Program was created to support educational, promotional and research efforts involving sheep in Indiana. Funds for the council are collected from the sale of all sheep in Indiana (0.5% of the net market price of each sheep sold). All funds collected by stockyards, sale managers, producers and others should be sent to the council's business office at Purdue. More information is on the program's website at

<https://indianasheep.com/checkoff.php>.



# Things to Listen to While in the Tractor Seat



## **Purdue Crop Chat**

*A podcast on Anchor*

**By Purdue University Extension & Hoosier Ag Today**

Find them on Facebook

Purdue Crop Chat

@PurdueCropChat

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## **Bite by Bite: Nutrition for Life**

*A podcast on Anchor*

**By Purdue University Extension -  
Health & Human Sciences**

Find them on Facebook

Purdue University Health and Human Sciences Extension



## **Tools For Today's Farmers •**

*A podcast on Anchor*

**By Purdue Extension Farm Stress Team**

Find them on Facebook

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