

**Purdue Women in Agriculture  
Newsletter**



Volume 3, Issue 2

[www.agriculture.purdue.edu/wia](http://www.agriculture.purdue.edu/wia)

Winter 2009

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**Thank you to our  
Women in Ag  
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**Purdue Agricultural Alumni  
Association**

***2009 Women in Ag Conference  
Covers it All, from Energy to Wine***

It's time for Hoosier women to mark their calendars for the eighth annual Midwest Women in Agriculture Conference, as it returns to Plymouth Feb. 4-5.

The conference, which begins at 10:30 a.m. Feb. 4 and ends at 3 p.m. Feb. 5, will be held at Swan Lake Resort. It is designed to meet the needs of women in agriculture by addressing personal, family and farm issues that affect their lives, families and farm businesses.

Early registration, due by Jan. 16, costs \$75 per person for both days or \$65 per person for one day. After Jan. 16, registration costs \$125 per person for both days or \$100 per person for one day. Registration includes meals, materials and refreshments. Registration information is available at [www.agriculture.purdue.edu/wia/conference.html](http://www.agriculture.purdue.edu/wia/conference.html) or by calling (765) 973-9281.

Added this year is a track of information targeting the new generation of agriculture and new ideas with the hope to integrate the younger generation into agriculture and focus on niche markets that an operation may be able to take advantage of.

A few of the conference topics include:

- Creating a trail of unique tastes, Meredith Easley of Easley Winery.
- Joining together for a common good, Debbie Trocha of the Indiana Cooperative Development Center.
- Arthritis and agriculture, Paul Jones of Purdue's Breaking New Ground.
- Telling your story—Public relations training for your operation, Liz Woodruff of the American Dairy Association and Dairy Nutrition Council.
- Engaging generations, University of Illinois Extension.
- Farm Safety 4 just kids, Tammy Eades of Archer Daniels Midland.

Featuring the roll-out of the 2007 Census of Agriculture data on February 5.

- Wind energy, Jimmy Bricker, Purdue Extension economic and community development educator.
- Is professional farm management right for me? Howard Halderman of Halderman Farm Management.

Swan Lake Resort is located at 5203 Plymouth-LaPorte Trail. Participants who want to stay at Swan Lake Resort can make their reservation by calling (800) 935-5616 by Jan. 20 to get the conference rate of \$79 per room per night.

For questions and more information, contact Stacy Herr, conference chair, at (765) 973-9281, [sherr@purdue.edu](mailto:sherr@purdue.edu)



Kenda Resler Friend, (2nd from the left), 2007 Leadership Winner, enjoyed her time at the 2008 women in ag conference.

## Annie's Project to be Offered Statewide in 2009

### *CES Team Award - "Annie's Project: Risk Management Education for Farm Women"*

Congratulations to the Purdue Extension Educators who have been working with Annie's Project since 2005. They received the Purdue Extension Team Award in September for their efforts of offering this program to 115 farm women in Indiana, Michigan, Illinois, and Ohio.



*Back:* Mary Day, Bryan Overstreet, Lori Bouslog, Maria Restrepo, Sara Green, Karen Richey  
*Front:* Kelly Easterday, Terri Newcom, Stacy Herr, Margie Zoglmann, Brenda Hagedorn  
*Not Pictured:* Darlene Decker



The 2009 Session of Annie's Project – a program developed to empower farm women to be better business partners – is scheduled for 17 sites around Indiana each Thursday from February 19 through March 26 (one Wednesday is also included—March 11).

The purpose of the program is to help agricultural women gain the understanding and knowledge necessary to be active and involved farm partners. In addition, Annie's Project will help women find new ways to balance demands of family, community and professionalism within the agricultural community. Sessions will combine lecture, discussion, individual and small group activities and computer training.

Specific topics include: Real Colors® (personality profiles), Farm and Family Finances, Farm & Ranch Financial Analysis, Computer Programs designed for Farm Business Management, Crop & Livestock Marketing, and Farm Business Planning.

Classes will be held at each location from either 1 p.m. to 4 p.m. or 6:30 to 9:30 p.m. EST.

The program runs for 6 consecutive weeks. Each program is 3 hours in length. Presentations will be a combination of interactive video conferences and local presentations. Registration is limited at all sites so people are encouraged to register early. Total enrollment is expected to exceed 100 throughout the state.

Registration for the course is \$75 and includes software, books, meals and materials. For more details and registration information, go the following web site: <http://www.agriculture.purdue.edu/wia/upcoming.htm> or contact Kelly Easterday at the Purdue Extension—Kosciusko County Office at 1-888-EXT-INFO. Full payment must accompany registration applications.

### Host Sites

#### **1:00 p.m.—4:00 p.m. (EDT)/ 12:00 p.m.—3:00 p.m. (CST)**

- **Franklin County**—Holly Murray & Jeremy Weber  
Brookville, (765) 647-3511
- **Hendricks County**—Jon Cain  
Danville, (317) 745-9260
- **Howard County**—Paul Marcellino  
Kokomo, (765) 456-2313
- **Huntington County**—Ed Farris  
Huntington, (260) 358-4826
- **Jasper & White Counties**—Bryan Overstreet & Denise Schroeder  
Remington (NW District Office), (219)866-4961/  
(219) 984-5115
- **Marshall County**—Karen Richey & Bob Yoder  
Plymouth, (574) 935-8545
- **Scott County**—Jerene Gilliam  
Scottsburg, (812) 752-8450
- **Tipton County**—Mary Day & Terri Newcom  
Tipton, (765) 675-1177
- **Vigo County**—Jim Luzar  
Terre Haute, (812) 462-3371
- **Wells County**—Bill Horan  
Bluffton, (260) 824-6412

#### **6:30 p.m.—9:30 p.m. (EDT)/ 5:30 p.m.—8:30 p.m. (CST)**

- **Allen County**—Vickie Hadley  
Ft. Wayne, (260) 481-6826
- **Fountain County**—Amanda Smith  
Covington, (765) 793-2297
- **Fulton County**—Christa Holloway  
Rochester, (574) 223-3397
- **Jennings County**—Ken Salkeld  
Vernon, (812) 352-3033
- **Kosciusko County**—Kelly Easterday  
Warsaw, (574) 372-2340
- **LaGrange County**—Ann Fremion  
LaGrange, (260) 499-6334
- **Tipton County**—Mary Day & Terri Newcom  
Tipton, (765) 675-1177
- **Vermillion County**—Amanda Bailey & Linda Reynolds  
Newport, (800) 340-8155

**Annie's Project**  
Southern IN  
February 2 –March  
9 at the Dale  
Library—5:30—  
8:00 CST For more  
information,  
contact Margie  
Zoglmann,  
812- 547-7084

## *Enhancing Supervisory and Employee Performance*

**A**n interactive webinar has been designed to help farm owners and managers address employee management challenges.

Enhancing Supervisory and Employee Performance is being offered from 11:00 a.m.–12:30 p.m. EST over 5 sessions starting on Monday, January 12 and continues every other Monday (January 26, February 9&23) for four weeks and is completed on March 23.

The program is being offered via the internet to 14 sites by Dr. Robert Milligan, a senior consultant with Dairy Strategies LLC—a business, leadership and human resources consulting business. To join this Webinar, participants need both an internet connection to see the facilitator’s computer screen and a phone line to join the teleconference. If using a dial-up connection that occupies your only phone line, we recommend calling the teleconference via a cell phone. Sign-in information and telephone numbers will be sent after registration.



Sessions for the series are:

- Key Workforce Success Factors
- Clear, Attainable and Challenging Performance Expectations
- Coaching to Succeed
- Providing a Motivational Environment
- Successful Performance Improvement

Between sessions 2 & 3, Bob will work with participants to assist in tailoring the material to the individual farm or business and to prepare them for the first monthly performance expectation coaching session with an employee.

Each participant that registers receives a workshop notebook. Sessions are highlighted by implementation activities that involve using principles, skills and tools in your everyday work. Participants will also have

specific expectations for preparing material to present and discuss at each session. An

implementation activities workbook is included in participant notebooks.

Some of the anticipated outcomes from the workshop are:

- ⇒ Enhanced effectiveness in providing quality feedback – positive, redirection, negative.
- ⇒ A monthly performance expectations coaching performance system that is far superior to performance appraisals.
- ⇒ Coaching tools to enhance communication and performance.

Registration is \$150 per site for up to 5 people and \$25/person over 5. Registration deadline is January 5. A registration brochure can be downloaded from [www.agriculture.purdue.edu/wia/upcoming.htm](http://www.agriculture.purdue.edu/wia/upcoming.htm). For more information, please contact Stacy Herr at 765-973-9281 or [sherr@purdue.edu](mailto:sherr@purdue.edu).

**A project grant funded by:**  
[www.NCRME.org](http://www.NCRME.org)

**NORTH CENTRAL RISK MANAGEMENT EDUCATION CENTER**



NORTH CENTRAL  
RISK MANAGEMENT  
EDUCATION CENTER



## Commodity Marketing Course Offered Online

"I just started farming on my own after 30 years as an employee—800 acres of crops and 4000 head of hogs to finish. Thanks to this class I have a better understanding of marketing that I needed."

"Thank you for providing such a high level class! I definitely came away more knowledgeable!"

Purdue University's Extension Service is offering an online video series to help farm women learn more about commodity marketing.

"Unraveling the Mystery of Commodity Marketing for Farm Women," is being offered as a self-paced course for those who could not attend the IP video sessions held in January and February.

The course will consist of five two-hour segments, which can be watched at participants' convenience.

"We have women in areas of the state where the IP video was not offered as an option," said Kelly Easterday, Purdue

Extension educator in Kosciusko County. "Having the program online allows them and others to have access to the course and complete it when it fits into their schedule, offering more flexibility to learn."

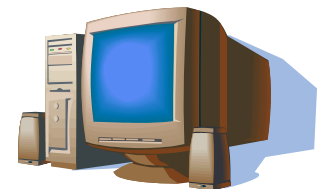
The course gives participants an introduction to marketing and includes homework assignments.

Easterday said the goals are to help participants more effectively participate in marketing decisions in their farm operations and to help increase long-term sales and profitability to their business enterprise. Although the course is directed to farm women, Easterday said it is available to anyone

interested in learning more about commodity marketing.

Participants must have access to a high-speed Internet connection to participate. Registration is \$20. After registering, participants will receive a password for the Web site.

The registration deadline is **March 1**. For more information or to register, contact Easterday at [keasterday@purdue.edu](mailto:keasterday@purdue.edu) or (574) 372-2340. The registration form is also available at the Women in Ag website.



## Estate Taxes & Succession Planning Regional Meetings

What is farm estate planning? How much money do you need to retire? Will estate tax impact my family farm? What about life insurance? Planning for the future can be challenging.

It can be especially challenging when you have an agriculture operation to pass down. If you have these questions, it is important for you to participate in a workshop that addresses these issues.

With the availability of a planning grant, the Purdue Women in Ag team is sponsoring three upcoming meetings in February and March to address these issues. These hands-on, interactive workshops were designed to help you address the challenges of making your farm operation viable for the next generation.



Some of the workshop outcomes are:

- ⇒ Increased knowledge of the legal aspects of Estate Planning.
- ⇒ Determine the liquidity of the farm operation for payment of estate tax and transfer of farm assets.
- ⇒ Understand the human side of estate planning and family needs.
- ⇒ Increased knowledge of retirement needs of the older generation.

The regional workshops are being offered in 2009 in Winamac on February 18, New Castle on February 26 and March 2 in Southern IN—location TBA. If you would like more information on these meetings, please contact Stacy Herr, 765-973-9281 or [sherr@purdue.edu](mailto:sherr@purdue.edu).

## *Series Steers Farmer's Direct Marketing Efforts Towards Success*

The Growing for Market series, a program designed for aspiring and traditional farmers, works to pad the pocketbook and cover a wealth of topics from farmers' markets and customer satisfaction to management issues and establishing new markets.

"This five-part series is more about cultivating a new 'crop' of successful market vendors, expanding opportunities and meeting the needs of today's consumer than about how to produce any particular kind of fruit, vegetable or livestock," said Roy Ballard, Purdue Extension educator and program co-coordinator. "There's been a huge increase in interest in local foods.

"A recent survey shows that 71 percent of consumers are willing to pay more for their food if it comes from a local source."

Farmers' markets are also increasing in numbers. According to the U.S. Department of Agriculture's Agricultural Marketing Service, the number of farmers' markets has increased by 6.8 percent from 2006 to 2008.

This is the first program designed to improve the success and profitability of farmers' market vendors as they serve their clientele, Ballard said. It will give an

overview of how to generate income by growing fruit, vegetables and flowers, as well as producing meat, eggs, dairy products and a variety of value-added processed products for selling locally.

"Not only will the series teach participants how to generate income, but it also will increase their success rate at being able to make a living from their endeavor," Ballard said.

The program, offered via Interactive Adobe Connect, will be held at more than 15 sites around Indiana. It will be held from 6:30-9:30 p.m. on Jan. 8 and continues for five consecutive Thursday evenings. Registration costs \$50, which includes reference materials and refreshments, and is due by Jan. 5. Space is limited and will be reserved on a first-come, first-served basis at each site.

A brochure, which includes registration information, is available at <http://www.extension.purdue.edu/Hancock/09GrowingForMarketBrochure.pdf> or by contacting Ballard at (317) 462-1113, [rballard@purdue.edu](mailto:rballard@purdue.edu). Participants should register at the site where they plan to attend.

Growing for the Market sessions will be taught by a team of Purdue Extension

field staff, campus specialists, agency staff and market masters, as well as experienced growers and vendors who range in scale, cropping mix, marketing strategies and growing methods.

"This mix of speakers will provide participants with diverse perspectives, tips, practical know-how information, as well as the opportunity to network and learn from fellow gardeners, farmers, farm market managers and entrepreneurs.

Ballard said there are many reasons for more interest in local foods by consumers, including freshness, diversification of sources, knowing where their food came from and how it was produced.

"In some cases consumers just like to put a face with the food they eat," he said.

For questions and information, contact Ballard at (317) 462-1113 or [rballard@purdue.edu](mailto:rballard@purdue.edu).

Growing for the Market is sponsored by Purdue Extension, Hancock Harvest Council of Central Indiana, USDA's North Central Region Sustainable Agriculture Research and Education and USDA's Risk Management Agency.



### **Host Sites:**

Purdue Extension  
Offices in the following  
counties:

- **Bartholomew**
- **Blackford**
- **Clark**
- **Decatur**
- **Hamilton**
- **Hancock**
- **Hendricks**
- **Henry**
- **Howard**
- **Jennings**
- **Kosciusko**
- **LaGrange**
- **Lake**
- **Monroe**
- **Tipton**
- **Warrick**
- **Knox County  
(Southwest  
Purdue  
Agricultural  
Center)**

## Managing Marketing Risk

The last two years, Purdue Extension has offered programs on grain marketing but this highly risky environment calls for a broader set of risk management tools. The objective of this program is to provide producers with the tools to determine their breakeven prices, marketing plans, crop insurance decisions and leasing options with the end goal of being able to “lock in” profitable margins.



This will be a five-week program starting January 27<sup>th</sup> from 7 to 9 pm ET, and running through the month of February. The registration fee is \$40. Please contact your local Extension Educator or more information and updated host sites.

The very rough draft of the program which is subject to change is:

### **Session One - January 27:** A New Era of Margin Risk

- What is margin risk?
  - What direction are input costs going?
  - Breakeven analysis for farm enterprises
- How do leasing arrangements affect my bottom line?

### **Session Two – February 3:** What Does the Farm Bill Mean to You?

- Introduction to crop insurance alternatives
- The Farm Bill offers new choices
- ACRE
  - SURE

How does your crop insurance decision affect your ACRE decision?

### **Session Three - February 10:** Current and Future Pricing Alternatives at the Local Buyer

- Market volatility and dynamics
  - The importance of basis
- Basic pricing alternatives at the elevator

### **Session Four - February 17:** Crop Insurance and Marketing

How do crop insurance and marketing work together?

### **Session Five - February 24:** Putting it All Together in a Plan to Manage Margin Risk

#### **IP Video Host Sites:**

- Adams (Brad Kohlhagen)
  - Allen (Gonzalee Martin)
  - Bartholomew (Mike Ferree)
  - Clay (Mark Evans)
  - Clinton (Curt Emanuel)
  - Decatur (Dan Wilson)
  - Fountain (Amanda Smith)
  - Greene (Lindy Miller)
  - Hendricks (Jon Cain)
  - Henry (Gary Wilson & Stacy Herr)
  - Howard (Paul Marcellino)
  - Huntington (Ed Farris)
  - Marshall (Bob Yoder)
  - Parke (Mark Spelbring)
  - Pike (Maria Restrepo)
  - Pinney Purdue (John Leuck and Eugene Matzat)
  - Pulaski (Michael Reetz)
  - Shelby (Scott Gabbard)
  - Spencer (Nick Held)
  - Tippecanoe (Jeff Phillips and in Pfendler)
  - Tipton (Mary Day)
  - Vanderburgh (Larry Caplan)
  - Vermillion (Amanda Bailey)
  - Washington (Brad Shelton)
  - White (Greg Bossaer)
- Alternate arrangements:
- Hancock (Roy Ballard)

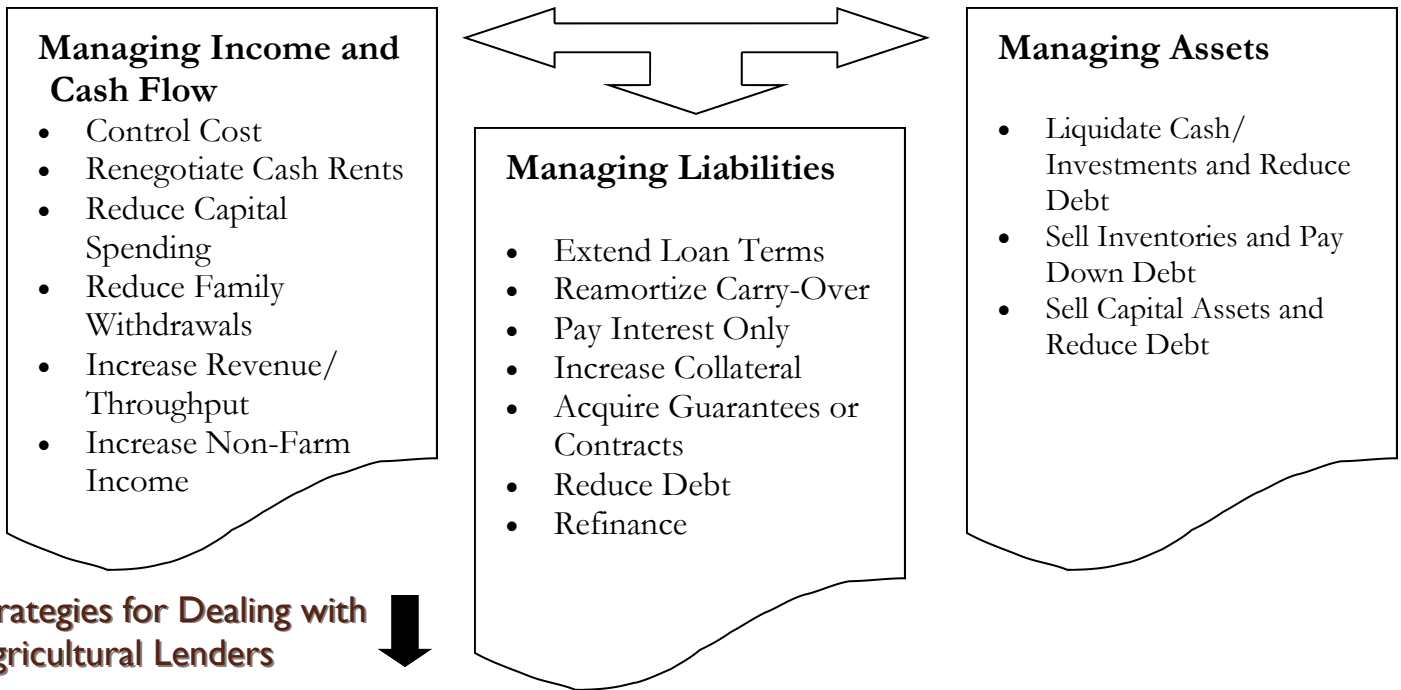
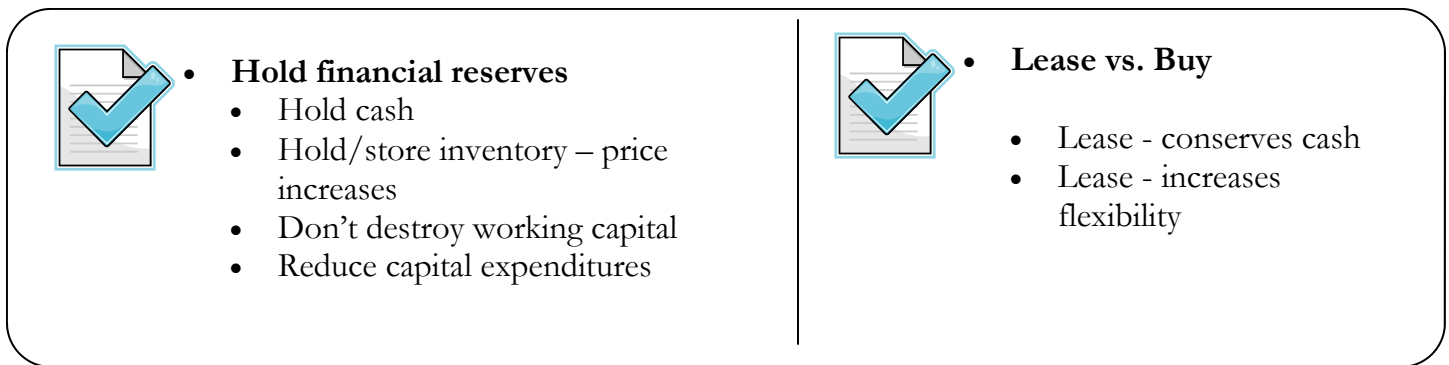
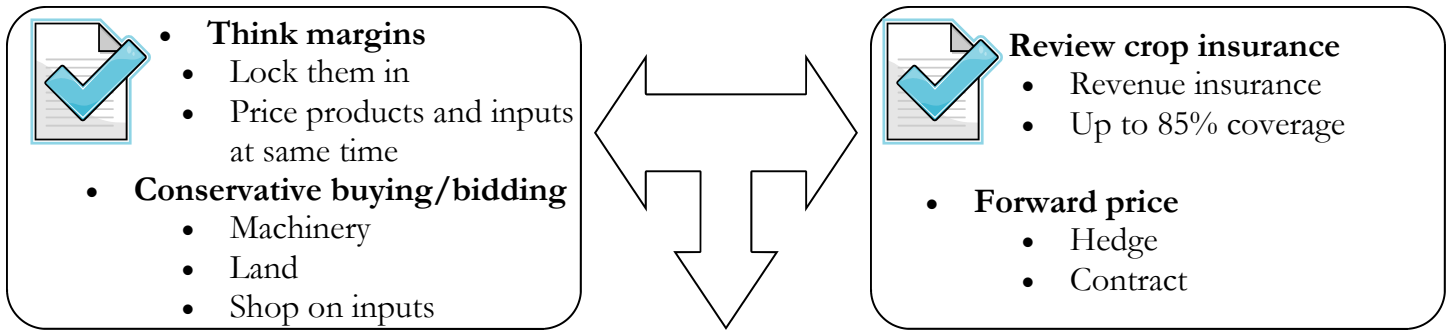
#### **Do you have email?**

**Purdue Extension does maintain an email group for women in agriculture. If you are not already subscribed, please send an email to [purduewia@purdue.edu](mailto:purduewia@purdue.edu) to subscribe.**

**If you have a question or problem, just send an email to the list for help. This is a moderated list and you will not receive junk email. Our goal in 2009 is to make email communication the preferred method of communication if you have email.**

# Management Strategies for Turbulent Times in Agriculture

Source: Dr. Michael Boehlje, Purdue University, *Turbulent Times in the Livestock Industry*, October 14, 2008



**Strategies for Dealing with Agricultural Lenders**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Communicate</li> <li>• Share Your Plans</li> <li>• Prepare Detailed Financial Statements</li> <li>• Discuss How You Will Control Risk</li> <li>• Be Flexible, But Maintain Control</li> </ul> | <ul style="list-style-type: none"> <li>• Get to Know Your Lender</li> <li>• Choose the Right Person</li> <li>• Shop for Credit</li> <li>• Ask About Credit Guarantees</li> <li>• Repay Promptly</li> </ul> |
|--|--|

## Purdue Women in Agriculture

Stacy Herr  
Purdue Cooperative Extension Service  
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401 East Main Street  
Richmond, IN 47374



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We're on the web!

[www.agriculture.purdue.edu/wia](http://www.agriculture.purdue.edu/wia)

**Purdue Extension**

**Knowledge to Go**

**1-888-EXT-INFO**

Purdue University, Indiana Counties and  
US Department of Agriculture Cooperating  
An Affirmative Action/Equal Opportunity Institution

### ***Indiana's 840 Tag Pilot Program***

**T**he Indiana State Board of Animal Health (BOAH) is offering FREE 840 electronic identification (EID) tags to Hoosier cattle producers as part of a pilot program, while tag supplies last.

The tags are yellow button-style, full-duplex, radio frequency identification (RFID) tags, featuring a 15-digit identification number. Each begins with the U.S. designation code of "840".

Tags used in this voluntary pilot program are intended for use only in intact breeding cattle, preferably those of younger age. 840s are not available for use in feedlot cattle or breeding stock that are being shipped out-of-state. The program's goal is to test the longevity, reliability and usability of tags that remain in Indiana over time.

### **Obtaining Tags**

Cattle producers must complete a request form to obtain tags. To be part of the pilot, participants must have a premise ID number issued by BOAH. The premise ID is necessary to link the tags to a specific location—usually the animals' point-of-origin.

Tags are distributed in groups of 25. Once assigned to a specific premise, the tags CANNOT be transferred to another farm or operation. Those who have cattle on multiple locations should request different tags for each premise.

Applications are available at:  
[http://www.in.gov/boah/files/840\\_request\\_form.pdf](http://www.in.gov/boah/files/840_request_form.pdf)

Under federal law, 840 tags can only be used in American-born livestock. Removal of tags is unlawful once they have been placed in an animal, because they are official U.S. government identification.

***Would you like to receive the newsletter and Women in Ag mailings by email?***



If you would like to receive this newsletter and other mailings that we send to the women in agriculture mailing group, please email Stacy Herr at [sherr@purdue.edu](mailto:sherr@purdue.edu). She will transition you over to email for all future mail.