

Women Caring for the LandSM

Improving Conservation Outreach to Female Non-operator Farmland Owners

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Women Landowners Matter

- Women own or co-own half of Iowa farmland
- Most women rent land to tenants
- Women express strong conservation values

Women Landowners Are

- Often inheritors who keep their land for legacy reasons
- Sixty-one percent are 65+
- Strong conservation partners when informed and supported



Women Landowners Need:

- Knowledge about best management practices and conservation
- Support from other women in talking with tenants
- Outreach materials designed for them, not the tenant

"This has been so informative and helpful. I'm excited for the future of my father's land."

Learning Circles

- Informal, peer-to-peer, women-only meetings
- Women share vision and challenges for land
- Female conservation professionals present
- Simple demonstration activities
- Includes a field tour



"This was just what I needed! Hope we can continue to support each other."

Women Are Improving Conservation

- 66% of meeting participants took at least one conservation action within a year.



Outreach Materials

- Use photos of women
- No unnecessary technical language
- Emphasize community, ecology and legacy
- Visit www.womencaringfortheland.org for free meeting manual and brochures!



Women Caring for the LandSM is a program of WFAN, in partnership with:
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