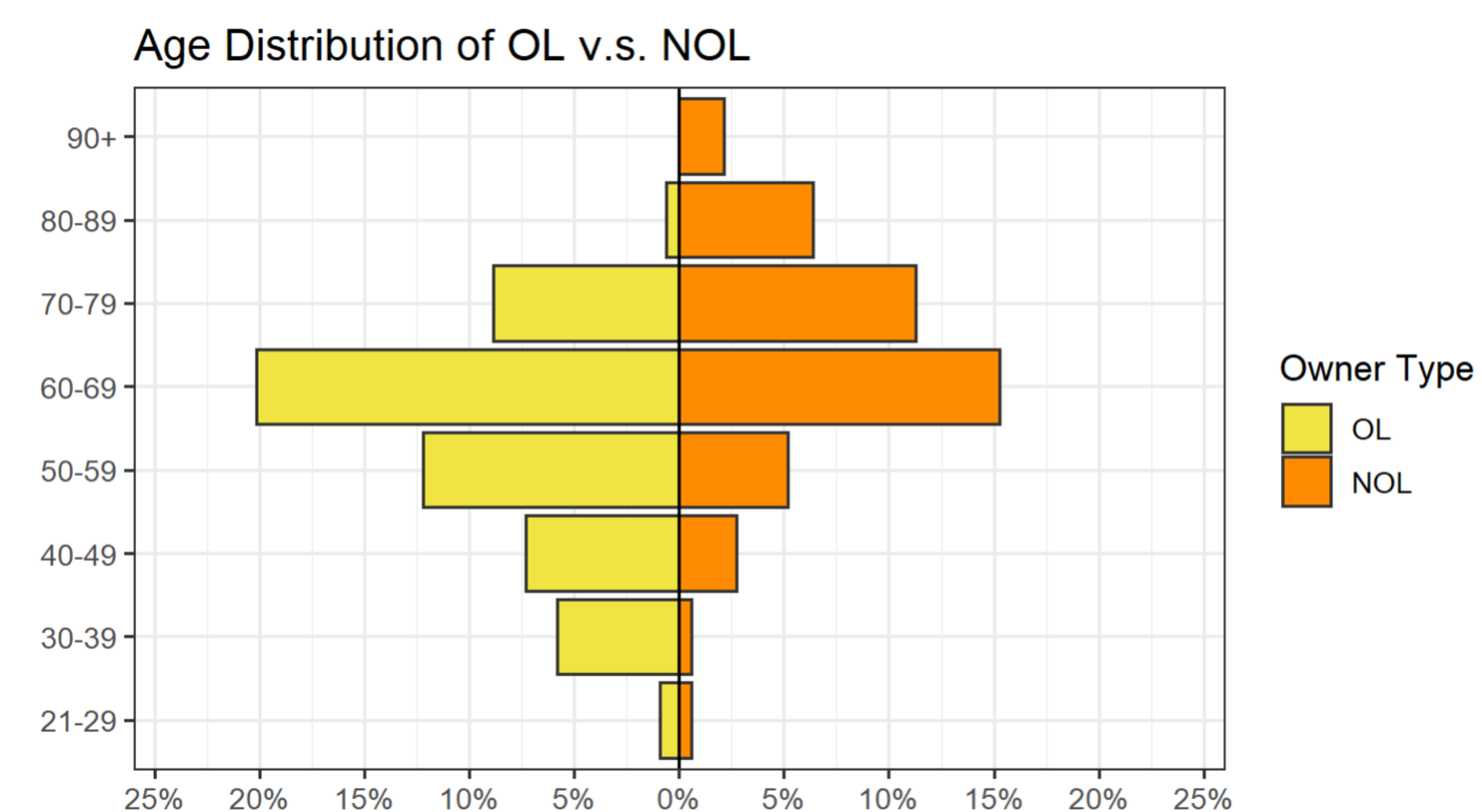
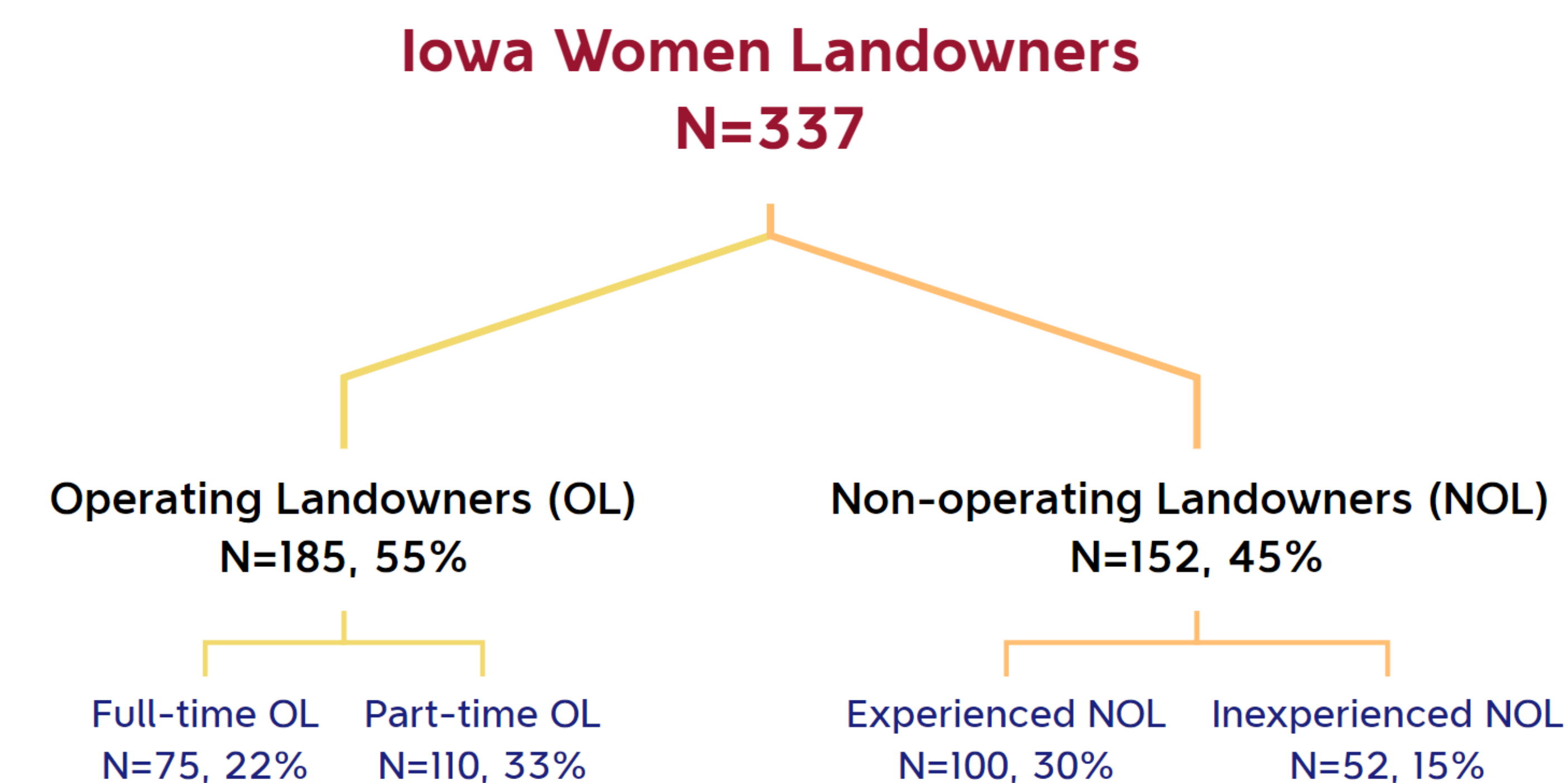


Who are the women landowners?

Owning nearly half of the farmland in Iowa, women landowners make influential decisions in conservation outcomes through farmland management and practices. Aiming at improving the understanding of women landowners' interest in conservation and empowering women landowners with long-term agricultural sustainability, a team of specialists with Iowa State University Extension and Outreach conducted a survey in 2021 to study what women landowners want to know about conservation.



Overall	Operating owner	Non-operating owner
Mean age: 63	Mean age: 58	Mean age: 68
Min: 21	Min: 28	Min: 21
Max: 98	Max: 87	Max: 98

What conservation topics are women landowners interested in?

Conservation Topics	Percent of respondents expressing an interest		
	Total	Operating landowner	Non-operating landowner
Agricultural Carbon Credits Program	33%	42%	24%
Government Conservation Programs	31%	30%	32%
Soil Erosion Control	31%	29%	33%
Soil Fertilizer Improvement	29%	33%	24%
Cover Crops	28%	34%	22%
Pasture and Hay Land Management	20%	28%	14%
Water Quality Improvement	19%	21%	17%
Wildlife Habitat Improvement	18%	20%	17%
Non-government Conservation Programs	17%	21%	12%
Conservation Tillage	15%	15%	15%
Energy Contracts for Wind or Solar	14%	14%	18%
Conservation Easements	8%	8%	9%
No Interest	17%	10%	26%

- Operating landowners are generally more interested in conservation topics than non-operating landowners.

What conservation issues are women landowners concerned about?

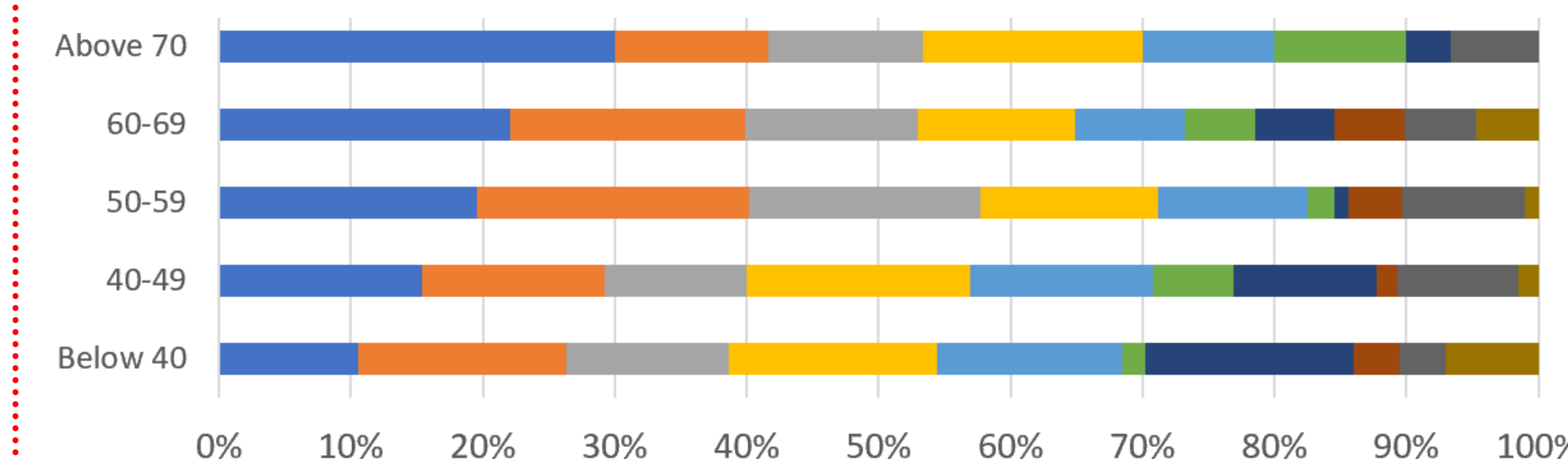
Conservation-related issues	Percent of respondents concerned or very concerned		
	Total	Operating owner	Non-operating owner
Too many requirements related to government programs	69%	76%	60%
Interference with the ability to change management practices	58%	67%	48%
Low cost-share payments	54%	62%	49%
Unsure of the true value of the practices to the environment	52%	54%	47%
Incorporating the practices into leases	45%	45%	46%
Hard to find information about state/federal programs	43%	45%	44%
Time consuming and laborious	43%	47%	40%
Access to conservation equipment needed	41%	45%	39%
Not familiar with conservation practices	33%	27%	39%
Communication with tenants	30%	28%	32%
Conservation practices may decrease the value of land	29%	26%	32%
Don't know anyone implementing the practices	26%	21%	30%
Discussion of the practices may upset family or co-owners	18%	17%	22%
Disapproval from neighbors	14%	15%	15%

- Operating landowners put more weight on governmental red tape, farm management, and financial considerations; Non-operating landowners are less familiar with conservation practices.

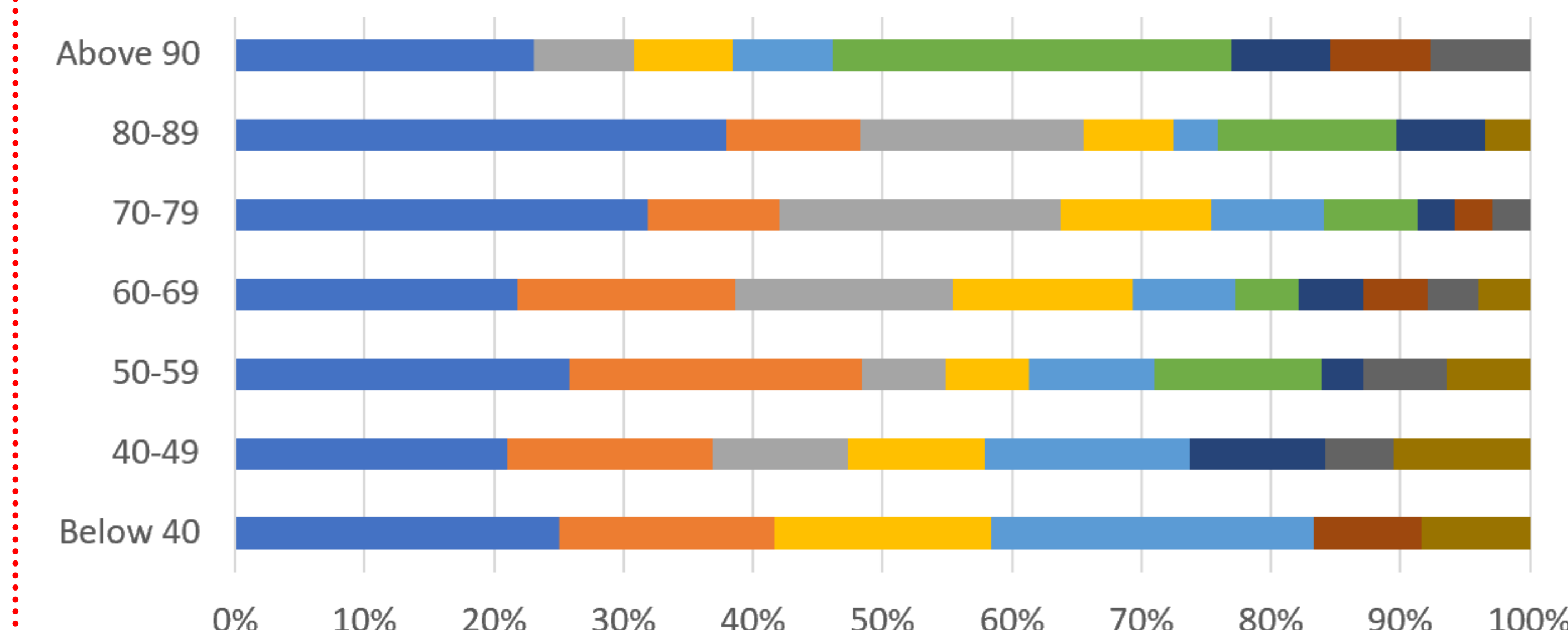
How women landowners would like to receive information?

Women Landowners preferred methods of receiving information and educational programming by age group:

(a). Operating landowners' preferences by age groups



(b). Non-operating landowners' preferences by age groups



- Periodic newsletter or e-newsletter
- Webinars
- 2-page fact sheets or infographics
- Half day in-person educational meetings
- Women landowner learning circles
- Large font notebook
- In-person field days
- Full-day in-person educational meetings
- Multi-part series of educational meetings
- Virtual field days

- Women landowners prefer virtual or printed delivery methods to in-person formats, with (e-)newsletters as the most popular way.
- Operating owners are generally more willing to receive educational information than non-operating owners.
- Women landowners over the age of 70 prefer printed papers, and those under 70 prefer virtual meetings and in-person activities.
- Women landowners under 40 years old also show a stronger interest in conservation topics than senior landowners aged 70 or above.