

Subject: More Women Taking a Leading Role in Agriculture

Summary: USDA's 2002 Census of Agriculture released in June confirms that more women are taking a leading role in agriculture. The number of women as principal farm operators or managers is up. Women also are playing important roles in public outreach—working with consumers. The American Farm Bureau 2004 National Women's Conference was held recently in Milwaukee, Wisconsin.

Suggested Lead: According to the latest Census of Agriculture, the percentage of women who farms is increasing. Women also are important advocates for agriculture, as Stewart Truelsen reports from the American Farm Bureau National Women's Conference in Milwaukee...

TRT: 1:50

Suggested supers: Terry Gilbert
Chair, American Farm Bureau Women's Committee
@ :14

Kay Olson.
@ :55

Linda Johnson
American Farm Bureau
@ 1:13

Steve Appel
Vice-Pres., American Farm Bureau
@ 1:28

Stewart Truelsen
Reporting
@ 1:42

Anchor Tag: To put some of these numbers another way... a little more than one in ten U.S. farms or ranches is run by a woman.

More Women Taking a Leading Role in Agriculture

Suggested lead: According to the latest Census of Agriculture, the percentage of women who manage farms is increasing. Women also are important advocates for agriculture, as Stewart Truelsen reports from the American Farm Bureau National Women's Conference in Milwaukee, Wisconsin.

TRT:

<p>Pan of women in drum circle, some rising to their feet, Joyce Haak beating on large drum, Sherry Saylor and others with drums,</p> <p>Bongos tilt down Wide shot of circle from behind Large drum crescendo,</p>	<p>VO/ NO, THESE WOMEN ARE NOT GOING ON THE WARPATH. THEY ARE FARM BUREAU MEMBERS PARTICIPATING IN A DRUM CIRCLE, AN EXERCISE TO BUILD COMMUNICATION, COOPERATION AND A SENSE OF COMMUNITY.</p>
<p>Terry Gilbert Chair, American Farm Bureau Women's Committee</p> <p>Sound bite</p>	<p>SOT/ WHAT I REALLY WANT TO LEAVE THEM WITH FROM THIS CONFERENCE IS A FEELING OF EMPOWERMENT. THAT THEY CAN GO HOME AND DO WHAT THEY NEED TO DO TO HELP THEIR COUNTY, THEIR COMMUNITY, THEIR STATE IN AGRICULTURE.</p>
<p>Women walking to barns on farm tour, Farmer in dairy loafer barn talking to ladies, Ladies listening, Cows A calf sucking woman's fingers,</p> <p>Pan from cows to Kay and hired man, Olson dairy sign,</p>	<p>VO/ MOST OF THESE WOMEN HELP THEIR HUSBANDS ON THE FARM, BUT A GROWING NUMBER OF WOMEN ARE MANAGING FARMS. ACCORDING TO THE AG CENSUS, THE NUMBER OF WOMEN WHO ARE PRINCIPAL OPERATORS IS UP NEARLY 13 PERCENT IN THE PAST FEW YEARS.</p> <p>KAY OLSON TOOK OVER THE DAIRY FARM AFTER HER HUSBAND PASSED AWAY FIVE YEARS AGO. SHE'S ALSO PRESIDENT OF THE ADAMS COUNTY FARM BUREAU.</p>

<p>Kay Olson sound bite, Cover with --Kay attaching milkers,</p> <p>Kay Olson Adams County, Wisconsin</p>	<p>SOT/ I THINK THE TREND IS THAT MORE AND MORE WOMEN ARE GOING TO BE TAKING THE STRONGER ROLE. (EDIT) NOW SHE'S MAKING THE DECISIONS. I SEE THAT MORE AND MORE ON MORE FARMS. I SEE THE YOUNGER FARMERS WANTING TO BE IN THE LEGISLATIVE PART OF THINGS.</p>
<p>LJ in front of the group, Cutaway of women Over LJ's shoulder LJ and pan to audience carry video over start of bite/</p>	<p>VO/ AT THE NATIONAL WOMEN'S CONFERENCE, FARM BUREAU WOMEN LEARNED THEIR VOICES MIGHT BE MORE EFFECTIVE THAN A MAN'S IN TODAY'S POLITICAL CLIMATE.</p>
<p>Linda Johnson American Farm Bureau</p>	<p>SOT/ THEY ARE VERY GOOD AT COMMUNICATING AND VERY GOOD AT LISTENING BETWEEN THE LINES. AND THAT MEANS WHEN THEIR CONGRESSMAN IS TALKING TO THEM, THEY'RE LISTENING AND THEY KNOW HOW TO ANSWER BACK AND MAKE SURE THEIR MESSAGE IS GETTING ACROSS.</p>
<p>Pan of luncheon, Two women talking</p>	<p>VO/ FARM WOMEN ALSO ARE AN IMPORTANT LIAISON WITH THE NON-FARM PUBLIC.</p>
<p>Steve Appel Vice-Pres., American Farm Bureau</p> <p>Sound bite Cutaways,</p>	<p>SOT/ I THANK YOU FOR YOUR WILLINGNESS TO SERVE AS SPOKESWOMEN FOR AGRICULTURE, ON A REGULAR BASIS, EXPLAINING TO FRIENDS AND NEIGHBORS THAT FARMERS ARE NOT TO BLAME FOR TODAY'S RISING FOOD PRICES AT THE GROCERY STORE.</p>
	<p>VO/</p>

Kay and hired man with cows in milking parlor, Kay close-up Women in breakout session, Over speaker's shoulder,	ACCORDING TO CENSUS FIGURES, 27 PERCENT OF ALL FARM OPERATORS ARE WOMEN. IN MILWAUKEE, WISCONSIN, I'M STEWART TRUELSEN.
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