

**Environment and Natural Resources Trust Fund
2012-2013 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 124-F

Women Caring for the Land

Topic Area: F. Outreach/Education/Training

Total Project Budget: \$ 164,000

Proposed Project Time Period for the Funding Requested: 2 yrs. July 2013 - June 2015

Other Non-State Funds: \$ 0

Summary:

Women farmland owners can have a major impact on Minnesotas landscape. This project will connect women farmland owners with the resources and support they need to make powerful conservation decisions.

Name: Jan Joannides

Sponsoring Organization: Renewing the Countryside

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Location

Region: Statewide

County Name: Statewide

City / Township:

<input type="checkbox"/> Funding Priorities	<input type="checkbox"/> Multiple Benefits	<input type="checkbox"/> Outcomes	<input type="checkbox"/> Knowledge Base
<input type="checkbox"/> Extent of Impact	<input type="checkbox"/> Innovation	<input type="checkbox"/> Scientific/Tech Basis	<input type="checkbox"/> Urgency
<input type="checkbox"/> Capacity Readiness	<input type="checkbox"/> Leverage	<input type="checkbox"/> Employment	<input type="checkbox"/> TOTAL <input type="checkbox"/> %



Environment and Natural Resources Trust Fund (ENRTF) 2012-2013 Main Proposal

PROJECT TITLE: Women Caring for the Land

I. PROJECT STATEMENT

The number of women who are operators of farmland in Minnesota is on the rise. In 2002, there were 25,699 women farm operators. In 2007, that number rose to 30,218. If looking at “principle operators – 6370 to 7361 – and the amount of land farmed by those women rose from 956,511 to 1,075,238 acres.

This trend is certain to continue with the aging population of farmers. It is well known that women’s life expectancy is longer than men’s, so the number of widows owning farmland will increase. Iowa conducts a detailed land tenure study every four years, and in 2007 they found that women over 65 years old own 25 percent of Iowa’s farmland.

Given this demographic shift, it vital that efforts are made to educate and empower Minnesota’s women farmland owners to make good conservation choices. Iowa has developed two successful programs that are designed specifically for women landowners. One of these programs, Women Caring for the Land, is being piloted in Minnesota in 2012. The goal of this project is to expand this program into six communities in Minnesota in order to encourage and support women in adopting conservation practices on their land.

While some may argue that access to conservation services are already available to women, the work in Iowa suggests that many women do not access the current systems of technical support and assistance. The Women Caring for the Land program is thoughtfully designed to help bridge this population to the services and assistance already available, but which these women are not accessing for a variety of reasons

II. DESCRIPTION OF PROJECT ACTIVITIES

Activity 1: Train the trainer workshop and outreach **Budget:** \$20,000

The Women, Food, and Agriculture Network (WFAN), which developed the Women Caring for the Land program, has developed detailed instructions on how to run this program in communities. As part of this project, WFAN will train 8 to 12 individuals as facilitators. This will be a full day workshop that will cover details for planning, recruiting and holding Women Caring for the Land workshops. Renewing the Countryside (RTC) will recruit individuals to be trained as facilitators, working with the Sustainable Farming Association of Minnesota, University of Minnesota Extension, and other nonprofit groups across the state. Renewing the Countryside staff and the trained facilitators will conduct outreach and education with agency staff (DNR, FSA, SWCD about the program and enlist their participation.

Outcome	Completion Date
1. Number of facilitators trained	12/1/2013
2. Number of technical assistance providers informed (NRCS,DNR, Extension)	12/1/2013

Activity 2: Caring for the Land Workshop series in 6 communities per year **Budget:** \$118,000

Using the model developed by WFAN, Renewing the Countryside and the local, trained facilitators will conduct six one-day workshops in six communities throughout Minnesota each year, for two years. Each

of these workshops will be followed by two additional three-hour workshops in those same communities – for a total of 36 workshops. The workshops used methods developed for adult learners. The initial workshops include discussions among participants about their farmland and conservation goals, discussion about available programs, and a tour of local farms that demonstrate a variety of conservation practices. Conservation professionals lead the local tours and attend the last half of the meeting to share they types of programs their agencies offer.

Outcome	Completion Date
1. Number of women attending workshops in year 1 (goal – 75 women)	6/30/2014
1. Number of women attending workshops in year 2 (goal – 75 women)	6/30/2015
3. Number of acres where new conservation practices are adopted	6/30/2015

Activity 3: Ongoing Communication with Participants and Evaluation

Budget: \$36,000

Women who participate in the program, and others who express interest, will receive quarterly newsletters and access to their local facilitator to ask questions and request individualized assistance.

Outcome	Completion Date
1. Number of women receiving newsletter	6/30/2015
2. Number of women participating in evaluation	6/30/2015

III. PROJECT STRATEGY

A. Project Team/Partners

Jan Joannides, Executive Director, Renewing the Countryside – Jan will coordinate the project. She will recruit and supervise facilitators, conduct outreach and education, and manage the budget and reporting.

Leigh Adcock, Executive Director and Lynn Heuss, Program Coordinator, Women, Food and Agriculture Network – Leigh and Lynn will conduct the day-long train the trainer workshop, provide assistance and support to the Minnesota team, and will oversee the evaluation.

John Mesko, Executive Director, Sustainable Farming Association of Minnesota – John will assist in identifying local facilitators the SFA’s 9 chapters throughout the state.

All organizations will receive funding.

B. Timeline Requirements

This project will take 24 months, beginning in July of 2013. Because a pilot project will be underway in 2012, we are confident we can get the program up and running in a timely manner.

C. Long-Term Strategy and Future Funding Needs

This program will be effective during its two years, but additional funding will likely be sought to continue it beyond the two years.

2012-2013 Detailed Project Budget

IV. TOTAL ENRTF REQUEST BUDGET 2 years

<u>BUDGET ITEM</u>	<u>AMOUNT</u>
Personnel: Project Director, 20% for 2 years, salary, \$25,600 Project Director, benefits, \$6,400 Project Coordinator, 50% for 2 years, salary \$40,000 Project Coordinator, benefits, \$10,000 WFAN Director, 5% for 2 years, \$8,000, salary WFAN Project Coordinator, 20% for 2 years salary \$20,000 SFA Director, 5% for 2 years, \$8,000 salary	\$ 118,000
Contracts: Local Facilitators (6 @ \$5,000 each)	\$ 30,000
Equipment/Tools/Supplies:	\$ -
Acquisition (Fee Title or Permanent Easements): NA	\$ -
Travel: Travel for coordinators and staff to train the trainer workshop - 12 @ \$250/person=\$3,000 Travel for director and coordinator to conduct outreach with agencies - 2 @ \$200/trip=\$400 Travel for project coordinator to attend 36 workshops - 36 @ \$250/trip average=\$9,000 Travel for facilitators to attend six local workshops each - 36@\$50/trip=\$1,800 Rental van/bus for twelve farm tours - 12@\$150=\$1,800	\$ 16,000
Additional Budget Items: NA	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 164,000

V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
Other Non-State \$ Being Applied to Project During Project Period: / Phones, Internet - \$2,400 Postage - 10,000 invitations/newsletter @ .45 = \$4,500 Lunch for meetings = 36x\$100=\$3,600	\$ 10,500	<i>Pending</i>
Other State \$ Being Applied to Project During Project Period:	\$ -	
In-kind Services During Project Period:	\$ -	
Remaining \$ from Current ENRTF Appropriation (if applicable):	\$ -	
Funding History: None for this project. WFAN received \$70,000 from McKnight to pilot this project in three states - including Minnesota.	\$ -	

Project Manager Qualifications/Organization Description

Project Manager: Jan Joannides

Jan is the Co-Founder and Executive Director of Renewing the Countryside (RTC), a Minnesota-based nonprofit that works to create healthy, diverse, and sustainable rural communities. She has served in this role since 2003. From 2010-2012, Jan also served as an Endowed Chair in Agriculture Systems at the University of Minnesota through the Minnesota Institute for Sustainable Agriculture. Jan has extensive experience managing innovative, collaborative projects. Prior to her work at RTC, Jan worked at the University of Minnesota where she helped found the Center for Integrated Natural Resources and Agricultural Management (CINRAM) and was the first director of the Community Assistantship Program, which provides rural communities with students who conduct research and provide technical assistance. Jan will provide overall management for this project, develop partnerships with agency personnel, supervise staff and consultants, and will manage finances and reporting. Jan holds a masters degree in Forestry from the University of Minnesota.

Renewing the Countryside

Renewing the Countryside (RTC) works to create healthy, diverse, and sustainable rural communities. Through public education campaigns, economic development initiatives and technical assistance, RTC works to position and link these efforts strategically in order to build public and political commitment to sustainable economic development in rural communities.

The Renewing the Countryside Project began in 1998 with the publishing of a book and development of a website that showcased stories of people and community groups in rural Minnesota who were successfully “renewing the countryside” through endeavors that had positive environmental, economic, and social benefits. The interest in the book and website led us to form a non-profit organization in 2002 that received 501(c)3 status in 2003.

Current programs and services

- 1) Providing technical assistance, networking opportunities and market development to communities and rural-based enterprises interested in developing sectors and businesses in the areas of local food systems (e.g. value added agriculture and food-based businesses); sustainable tourism; and other cultural and nature-based enterprises. RTC provides informational and networking workshops, one-on-one assistance, market development, and sector development.
- 2) Conducting strategic public education initiatives around healthy, local food systems and healthy, sustainable landscapes.
- 3) Gathering and sharing a wide range of stories of rural renewal that collectively demonstrate what it takes to build and maintain sustainable rural communities.
- 4) Developing and growing Green Routes—a sustainable tourism initiative that enables communities and regions to share their natural and cultural assets with visitors, and does so in a way that is respectful of the natural world, involves the local community, and protects and enhances local quality of life.
- 5) Providing training and facilitation to community groups and individuals interested in sustainable development solutions for communities.

