



# Rural Legacy

A Quarterly Newsletter of Women, Land, & Legacy  
Vol. 2 Issue 1 | November 2013

## Hands-On Conservation Education

East Pottawattamie Women Land Owners shared the perfect Fall October afternoon enjoying hands-on Conservation Education hosted by East Pottawattamie Soil and Water Conservation District in Oakland, Iowa.

Fifteen ladies started the afternoon at the *Golden Hills Resource Conservation & Development* office in Oakland, discussing local foods, high tunnels and vermicomposting! Next, we loaded the bus and began our cover crop tour of local East Pottawattamie farmers (one stop was cancelled due to the weather impact from the previous day making things pretty wet and muddy). Passionate presentation and discussion was enjoyed regarding tillage radishes, no till, cover crop theologies and more....check out the pictures below!



Then, we headed out to *South Place*, our very own wildlife resort hidden right here in our (East Pottawattamie county) very own backyard! *South Place* owners gave a foot

## Progress Update WLL Rural Business Enterprise Grant Project

### *Training Pilots Conducted*

The Women, Land and Legacy (WLL) State Team, working with the local teams from Tama and Iowa counties, conducted pilot training sessions in July and August respectively. Members of these local WLL teams attended separate sessions that allowed them to focus on the longevity of their specific county WLL efforts and the assets existing within their own local teams and within their communities. The State Team wishes to thank those team members that participated! You dedicated an entire day to this effort and provided valuable input, allowing us to adjust the curriculum, making it more useful for other local teams. You provided much more than we expected and you really opened our eyes. Thank you!

These teams experienced “hands on”, interactive training that was focused on strengths, effectiveness, and potential connections with new audiences. Likely one of the most significant outcomes of the training pilots was learning first hand from the pilot teams more about how women understand their role of connecting and building relationships in their communities--ideas that WLL wishes to promote. The State Team met on Oct. 22 to finalize the training curriculum, based on the pilot sessions. The training will be available for all local teams at some point in the future. The goal of this training is to provide tools and opportunities for local teams, to strengthen and possibly expand their local WLL efforts. Below, several specific items from the training are shown:

1. Revisit the WLL vision and ensure the local work fits the vision.
2. Local teams create a local definition of “community”. This better assists local teams as they continue their WLL efforts.
3. Take a close look at your local WLL team – its current members, the collaborative structure (what is working right), and possibly new members who would enrich the team.
4. Consider your county and its communities, especially the existing livelihoods and small rural and on-farm businesses. Locate these rural businesses on a county map, by name. This will serve as a future resource for WLL events and efforts.

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tour of the lodging/education buildings and then we loaded the trailer for a hayrack ride throughout this beautiful land. SOOOOO many conservation projects going on at *South Place*! This dedicated team believes strongly in caring for our land, so it's not only healthy, but also plentiful for our future generations. After several enjoyable hours, we loaded the bus and headed back to Oakland for supper which was catered by *Our Daily Bread* in Griswold.

To finish off the evening, a local specialist presented on Harvesting Rainwater, then provided the opportunity for everyone to build and take home their very own rain barrel. HUGE shout out of thanks to all our presenters, our SWCD commissioners and staff for organizing, and to all the ladies that joined us for this great day devoted to conservation education.

Looking forward to seeing everyone again in the spring!



The **Winnebago and Worth County Women, Land and Legacy** group hosted a program recently entitled "Caring for the Land" led by Ed Cox, Staff Attorney for Drake University Agricultural Law Center in Des Moines. He covered information about implementing conservation practices, conservation on leased land, beginning farmer programs, and transitioning to the next generation: ensuring a conservation legacy. More than 80 Worth and Winnebago County women participated in the meeting.

## Locally Grown Celebrated in Iowa County

The Iowa County Women Land and Legacy local team opted for a different sort of session to end the 2013 program year. The WLL Team recruited local vendors and businesses in or around Iowa County to gather at Fireside Winery for an evening open house "Celebrating Locally Grown" businesses tied to agriculture. Information and samples from ten local businesses that reflect the entrepreneurial spirit of women in agriculture were available in addition to wine tasting and tours hosted by WLL member Rona Wyant, owner/manager of the Fireside Winery. The open house format and casual atmosphere of this event were perfect for a relaxing evening to network with other women tied to agriculture and learn about WLL and small businesses in our area. There were nearly 100 people in attendance during the September 17<sup>th</sup> event! Our hopes are that this becomes an annual event and more businesses opt to participate. It was a fun way to end the year and focus more on networking for our ever-growing WLL group!

Dear Women, Land, and Legacy group:

My name is Erin Seldat-Kline, I am a PhD candidate at South Dakota State University, working with Mary Emery on this research. She recommended that I contact your organization.

I am doing research on women farmer's perspective on climate change in the Midwest. I am interviewing women from SD, MN and IA with the hopes of compiling 30 interviews of women working in various types and forms of agriculture.

Women interested in participating in an hour long phone interview will be compensated \$10 for their time and will receive a complete transcript of their interview. Women farmers can contact me at 612-799-5015 or email me at [erin.seldat@sdstate.edu](mailto:erin.seldat@sdstate.edu).

If you have any questions or concerns, please don't hesitate to call or email me.

Thank you for your time!

Erin Seldat-Kline

### Hello Out There!!!!

Have you visited our website or the Facebook page yet? It's a loooooong time in between newsletters & we are getting the hang of this social media & sharing our news between the groups.

Well we certainly hope you will do so. It's not scary, we promise. Just go to....

[www.womenlandandlegacy.org](http://www.womenlandandlegacy.org) or  
[www.facebook.com/womenlandandlegacy](https://www.facebook.com/womenlandandlegacy)

or email us at  
[stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org)

Do not forget to share with us what you all are doing out there!!!! If you have a run-of-the-mill meeting, we might find it quite interesting. If you have supper together, share! If you are getting together a group for a learning experience, we'd be glad to post it. Let us know! Until then, TAKE CARE.



Visit the Iowa Water Quality Initiative's newly launched website [www.CleanWaterIowa.org](http://www.CleanWaterIowa.org) to find information on conservation practices, success stories from Iowans and the latest news and events on water quality in Iowa.

## Cash Rents in Iowa – Establishing & Maintaining

In the previous Women, Land, & Legacy Newsletter, the results of the Iowa State University 2013 Cash Rent Survey were released, revealing the average cash rent across the state is at a record \$270 per acre! Every year we typically receive several questions regarding this survey, such as how does this survey apply to my farm? Is my rent at an equitable level where both I and my farm operator are happy? At these rental rates, is my farm being properly cared for to protect my investment in land now and for future generations? These are all valid questions and the answer for each is different because every farm is unique with its own story.

In addition to the aforementioned questions, additional examples of questions & answers follow:

- *How do I establish a fair rental rate using this survey?*
  - The survey does a nice job of breaking the state into districts and gathering relevant data for each county. The results are based on the quality of farm, whether it is above, below or an average farm. Referencing the Corn Suitability Rating (CSR) of your farm and comparing it to the county average CSR is a good indicator when determining the quality of your farm. When you determine the quality, you can review the range of rental rates and decide what side of the range you would prefer to be on, whether it is the average, high or low side. We do caution those strictly using this survey to establish their rental rate to consider other factors, such as drainage tile, fertility, waterways and other improvements that have been done to increase the productivity of the land. For example, drainage tile improvements made to an average quality farm may have increased the productivity, which would justify asking for a higher rental rate than what the survey shows. When using this survey, it is always a good idea to fully evaluate your farm and its contents, along with consulting with an unbiased third party, when establishing your rental rate.
- *I want to make sure my farm is being cared for, therefore, what measures do I need to take to implement proper stewardship practices are being applied on my farm?*
  - As the landowner, you are the *Boss* and get to determine how you would like your farm taken care of by the tenant. If conservation and stewardship matter, encourage landowners to dictate, in their written lease with the operator, the conservation measures they would like applied to their farm. To name a few, we recommend implementing minimum fertility requirements, mowing waterways, spraying fence lines and terraces, etc... Spelling these details out in the lease provides you and the tenant, with an understanding in the beginning, of the expectations you have of them when operating *your* farm.
- *My farmer takes good care of me by plowing my snow, taking me to the doctor, etc..., I don't feel I can justify raising the rent on him. How do I handle this matter?*
  - We always ask the landowner to quantify what these extras are worth, and then determine the difference between the rent they are receiving and what the market rate currently is. This allows you to determine if the extra perks you are receiving from the farmer are equal to the income you are giving up by not charging a fair market rental rate. Most of the time, these extras are not equal to the income forgone and there is a large difference between them. There is nothing wrong in working with a farmer to establish a rental rate that is fair to all parties involved, yet we advise landowners to review their situation to make sure they are not being taken advantage of. It's in these situations, a third party can be very beneficial in negotiations with tenants due to long-standing relationships.

There are many factors that go into establishing a rental rate – it's much more than just pulling a number from a survey. Please take the time to fully understand what needs to be included in a farm lease, so your interests and the interests of the farm are preserved for future generations.

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## Learning Your Emotional Intelligence

EQ, or emotional intelligence, is defined as the extent to which people are self-aware, can manage their emotions, can motivate themselves, express empathy for others and possess social skills. Emotional intelligence increases when you pay attention to your feelings and learn from them.

Dr. Celina Peerman, of Waverly, Iowa, serves as an organizational psychologist through training, coaching and instructional design activities that focus on creating sustainable learning cultures at work. She is an expert in the field of emotional intelligence.

According to Dr. Peerman, there are four dimensions to EQ:

**Self awareness**—Your ability to understand and be aware of your feelings and moods.

**Self management**—Your capacity to balance emotions like anxiety, fear, anger and joy, so they don't overly interfere with goals and daily work.

**Rural Legacy** is a quarterly publication of **Women, Land, & Legacy**. Our vision is to help agricultural women come together to converse, listen, & become empowered to act on their landscape & in their community.

**We invite newsletter suggestions & contributions from participants & readers.**

The newsletter is published each February, May, August, & November.

**Email submissions** to [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org), no later than the 15<sup>th</sup> of the prior month.

[www.womenlandandlegacy.org](http://www.womenlandandlegacy.org)

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**Social awareness**—Your ability to understand how others are feeling even without being explicitly told.

**Relationship management**—Your ability to get along with others and to establish positive relationships

The first step to building a higher EQ is self assessment. On a scale from 1-5 rate the following, with 1 (not a strength) and 5 (a strength).

- \_\_\_ 1. Associate different internal physiological cues with different emotions.
- \_\_\_ 2. Relax under pressure.
- \_\_\_ 3. Know the impact that your behavior has on others.
- \_\_\_ 4. Initiate successful resolution of conflict with others.
- \_\_\_ 5. Calm yourself quickly when angry.
- \_\_\_ 6. Know when you are becoming angry.
- \_\_\_ 7. Recognize when others are distressed.
- \_\_\_ 8. Build consensus with others.
- \_\_\_ 9. Know what senses you are currently using.
- \_\_\_ 10. Produce motivation during uninteresting work.
- \_\_\_ 11. Help others manage their emotions.
- \_\_\_ 12. Make others feel good.
- \_\_\_ 13. Identify when you experience mood shifts.
- \_\_\_ 14. Stay calm when you are the target of other's anger.
- \_\_\_ 15. Show empathy.
- \_\_\_ 16. Provide advice and emotional support to others as needed.
- \_\_\_ 17. Know when you become defensive.
- \_\_\_ 18. Follow your words with actions.
- \_\_\_ 19. Engage in intimate conversations with others.
- \_\_\_ 20. Accurately reflect people's feelings back to them.

Add the specific points you answered for the questions above for each of the items below. Overall EQ is all points combined. See the breakdown below for the four dimensions of EQ.

| Component               | Your Question  | Score |     |       |          |
|-------------------------|----------------|-------|-----|-------|----------|
| Overall EQ              | ALL            | ___   | 80+ | 50-80 | Below 50 |
| Self Awareness          | 1,6,9,13 & 17  | ___   | 20+ | 10-20 | Below 10 |
| Self Management         | 2,5,10,14 & 18 | ___   | 20+ | 10-20 | Below 10 |
| Social Awareness        | 3,7,11,15 & 19 | ___   | 20+ | 10-20 | Below 10 |
| Relationship Management | 4,8,12,16 & 20 | ___   | 20+ | 10-20 | Below 10 |

**RBEG Update...***continued from page 1...*

5. Talk about how many of these rural and on-farm businesses are women-owned or co-owned and how WLL outreach to these women may positively affect them and the community, while also expanding your WLL efforts and success. These women may be interested in attending WLL sessions or even joining the local team.
6. Discuss potential next steps to strengthen and possibly expand WLL efforts based on this training and the interest of the WLL local team. A key point regarding the training is that it provides access to tools and opportunities for local teams, but allows them to determine if and/or how to utilize what they learn. Iowa and Tama Counties have taken action based on the training pilots, strictly based on what works well for their team and their communities.

As an additional component of the RBEG project, the State Team wishes to encourage any local teams interested in developing your own WLL Facebook page, to contact any State Team member for assistance. In the meantime, make sure you "Like" the statewide Facebook page so that you will have access to the different resources and opportunities available in Iowa for the state's rural women!

**Tidbits**

- ☞ Newsletters & more may be viewed online at [www.womenlandandlegacy.org](http://www.womenlandandlegacy.org).
- ☞ Email us your ideas, articles, upcoming events at [stateteam@womenlandandlegacy.org](mailto:stateteam@womenlandandlegacy.org).
- ☞ Check out our Facebook page [www.facebook.com/womenlandandlegacy](http://www.facebook.com/womenlandandlegacy).
- ☞ Please send us your ideas, requests, group news, pictures & success stories!
- ☞ The next newsletter deadline is January 15, 2014.

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