



Virtual Kitchen Table Conversations for Ohio Women in Agriculture at the Farm Science Review

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OBJECTIVES

- Provide informal virtual educational conversations on relevant, engaging topics of interest to Ohio's women in agriculture.
- Expand the outreach of the Ohio Women in Agriculture Resource Center during the Farm Science Review.

DESCRIPTION

Kitchen Table Conversations are a creative twist using ZOOM technology for virtual delivery of programming on topics that are often discussed around the farmhouse kitchen table. This informal and conversational approach supports peer to peer learning and fosters a learning network approach to providing education around controversial or key topics. In 2020, the sessions were sponsored by the Ohio Soybean Council as part of the virtual Farm Science Review.

TARGET AUDIENCE

- Female farm operators/co-operators
- Women in agriculture professionals
- Women land-owners

TOPICS

- Relevant
- Engaging
- Participant derived



PRESENTATION STYLE

- Informal
- Conversational
- Small group
- Fewer slides
- More photos
- Leading questions
- Use of polls to capture key information

SPEAKERS

- Extension professionals
- Industry professionals
- Local farmers or agribusiness professionals
- Local business, non-profit leaders
- Agricultural organizations

Speakers should be knowledgeable on the topic, but able to lead the conversation and offer educational support as well as connect participants to key resources.

PROGRAM AGENDA

Welcome /Housekeeping (1-2 minutes)

Introductions (10 minutes)

Topic Conversation includes Q & A (20-30 minutes)

Additional questions, discussion or comments (5-10 minutes)

Wrap up (5 minutes)

MARKETING/PROMOTIONAL TOOLS

Our team used a variety of promotional tools to reach the target audience. Examples of tools used include a flyer, event and posts to the Ohio Women in Agriculture Learning Network Facebook page, as well as a post to the Ohio Women in Agriculture blogsite. The information was also included in the Farm Science Review program.



RESULTS

2020 - 25 registrants participated in the virtual sessions
2021 - 20 registrants participated in the virtual sessions

Additionally, recorded videos could be watched at any time at the following QR link.

