



Washington State Department of Agriculture

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Conference brings together women in agriculture to network and learn

OLYMPIA – The [Washington State Department of Agriculture](#) (WSDA) is among the organizations working to support the 2015 Women in Agriculture Conference, providing a location for one of the 19 sites across the state that will be linked into this conference of speakers, networking and practical advice for women in farming.

The conference will offer women from four states a unique opportunity to connect through multiple locations for the one-day event on Saturday, Feb. 21. The Natural Resources Building, 1111 Washington St. SE, will host the conference from 8:30 a.m. to 4:30 p.m. in Olympia.

Visit the conference [website](#) for details, including locations and registration. The conference format allows headline speakers at all locations, while still tailoring the content for each region. Participants from Washington, Idaho, Oregon and Alaska are invited to join in.

The 2012 Census of Agriculture found that women make up 20 percent of the principal operators of farms in Washington state. Nationally, that figure was 13.6 percent.

This year's event, "Put Your Best Boot Forward," addresses making sense of marketing.

The conference lineup includes a local farmer and marketing specialists. Walla Walla farmer, Emily Asmus, will showcase how her farm, *Welcome Table Farms*, keeps their "brand" fresh to build interest and loyalty.

Marketing expert, Erica Mills, *Claxon Marketing*, believes every woman can – and should – have a consistently compelling way to describe her farm business. Using tools that have been tested by thousands of users, she'll share a simple three-step marketing method so participants can create a marketing action plan that gets results.

This conference is for women who have been farming for years, as well as new and aspiring farmers. Supporting spouses, students, interns or people who own an agriculture-related business are also welcome.

The registration fee is \$30, but if you register before Feb. 13, you will receive the early-bird rate of \$25. The conference registration fee includes the workshop, light breakfast, lunch and materials.

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