



2020 Women in Ag Wednesday Webinars

Summary – There were 22 webinars held in 2020 with a total of 2,049 registrants (632 unique). The youtube channel over the year had 11,408 views with 1,240 hours of watch time.

<http://extension.umd.edu/womeninag/webinars>

<https://www.facebook.com/MidAtlanticWomenInAgriculture/>

<https://www.youtube.com/c/MidAtlanticWomenInAgriculture>

Details on each 2020 webinar is below and 22 webinars have been scheduled for 2021.

1/8/2020 - Neith Little, Extension Educator, University of Maryland Extension

Intro to Organic Production and Certification

Organic produce has become very popular in the last 10 years. This webinar will introduce you to organic production methods, pricing and marketing organic products, and the organic certification process.

<https://extension.umd.edu/womeninag/intro-organic-production-and-certification>

1/22/2020 - Erika Crowl, Agent Associate, University of Maryland Extension

Matching Forage Quality with Small Ruminant Nutrition

Matching forage growth and quality to different classes of animals and reproductive cycles can be tricky. Learn how to manage your herd and pastures so you can get the most out of them.

<https://extension.umd.edu/womeninag/matching-forage-quality-small-ruminant-nutrition>

2/26/2020 - Dr. Jarrod Miller, Extension Specialist, University of Delaware Extension

Drones as a Scouting Tool

While drones are often promoted as tools to manage nutrients or spray for pests, their most immediate use is for scouting crops. The biggest hurdle for most farmers may be which drone to purchase and how to fly. Attend this webinar to learn about drone and camera types, the ease of operation, and when to fly row crops. After this presentation you will be able to make an informed decision on whether drones fit your operation, and the most affordable option to buy.

<https://extension.umd.edu/womeninag/drones-scouting-tool>

3/11/2020 - Dr. Sarah Hirsh, Extension Educator, University of Maryland Extension

Growing Healthy Soil

This webinar will introduce the physical, chemical, and biological properties of soil, and how they interact and affect soil quality and health.

<https://extension.umd.edu/womeninag/growing-healthy-soil>

3/25/2020 - Michele Walfred, Communication Specialist, University of Delaware Extension

Smart Phone Movies

Aren't smart phones amazing! The images and footage from your smart phone are very high quality. But there are a few shortfalls with producing professional quality projects, namely sound. We'll review tools and techniques to produce high quality videos from your smart phone.

<https://extension.umd.edu/womeninag/smart-phone-movies>

4/8/2020 - Paul Goeringer, Senior Faculty Specialist, University of Maryland

Learning From Other's Mistakes: Estate Planning Mistakes and Solutions

Many families struggle to start developing an estate plan that works to continue the farm on to the next generation. Not properly planning can lead to the loss of a family farm and cause conflicts between family members. This session will discuss the basics in the planning process and provide an overview of tools and how they can work for each family.

<https://extension.umd.edu/womeninag/estate-planning-mistakes-and-solutions>

4/22/2020 - Dr. Jesse Ketterman, Extension Educator, University of Maryland Extension and Maria Pippidis, Extension Educator, University of Delaware Extension

Health Care in Your Senior Years

Thinking about your health care plans after retirement or worried about how health care costs play into your retirement. Join us to discuss Medicare and other insurance options when you turn 65. Additional information will be shared about estimating health care costs and long term care.

<https://extension.umd.edu/womeninag/health-care-your-senior-years>

5/13/2020 - Maegan Purdue, Agent Associate, University of Maryland Extension

Got Milk? Are Dairy Goats a Good Fit For Your Farm?

Learn about the advantages and disadvantages of adding dairy breeds to existing goat herds as well as the basics of choosing the right breed and how to milk.

<https://extension.umd.edu/womeninag/got-milk-are-dairy-goats-good-fit-your-farm#>

5/27/2020 - Ginger Myers, Extension Specialist, University of Maryland Extension

Customer Service- Keys to Successful Retention

"The customer is always right!" But, what do they want? And how is customer service handled when doing online sales? How do I keep new customers coming back? Join Ginger Myers, University of Maryland Extension Marketing Specialist, to learn more about how to provide the best customer service experience possible for both your buyer and your staff.

<https://extension.umd.edu/womeninag/customer-service>

6/10/2020 - Dr. Alan Leslie, Extension Educator, University of Maryland Extension

Invasive insects: Impacts in Agriculture

Insects can cause serious damage by feeding on crops, and insect species that have been introduced from other countries can often cause the most serious economic damage. This webinar will cover some of the basic biology and ecology of invasive species and explain why they are able to outbreak so severely in new areas. We will also discuss different ways of responding to introductions of new pest species using examples from past introductions as case examples of management methods developed to cope with new pests.

<https://extension.umd.edu/womeninag/invasive-insects-impacts-agriculture>

6/24/2020 - Dr. Rachel Elizabeth Rosenberg Goldstein, Assistant Professor, Applied Environmental Health

Water Testing and How to Interpret Results

Water tests can help homeowners and farmers better understand how safe their water sources are for different uses. Tune into this webinar to learn how water samples are collected, tested, and how to interpret water test results.

<https://extension.umd.edu/womeninag/water-testing-basics-and-understanding-water-test-results>

7/8/2020 - Dr. Amanda Grev, Extension Specialist, University of Maryland Extension

Designing a Successful Pasture and Grazing System

A well-managed pasture is one of the most cost-effective and high value feeds that can be produced. Not sure where to begin? This webinar will provide an overview of different grazing systems and will discuss essential considerations like layout, fencing, shelter, water, and stocking rates to help you be successful when setting up a pasture system.

<https://extension.umd.edu/womeninag/designing-successful-pasture-and-grazing-system>

7/22/2020 - Dr. Sarah Potts, Extension Specialist, University of Maryland Extension

Beef Basics: Things to Consider Before Starting your Small Herd

This webinar will address key areas that need to be considered before starting a small beef herd. Emphasis for this talk will be on defining of end-product goals and using those goals to drive animal management decisions. This talk will also discuss some of the challenges and opportunities associated with raising a small herd of beef cattle in the Mid-Atlantic region.

<https://extension.umd.edu/womeninag/beef-basics-things-consider-starting-your-small-herd>

8/12/2020 - Ginger Myers, Extension Specialist, University of Maryland Extension

Marketing Campaigns- Start Small to Grow Tall

How much should you budget for marketing your product or service in your annual planning? Hurried and worried that you don't have time for all that posting, writing, emailing, and going to markets? Prioritize your marketing efforts to be most efficient and effective for where you are in your business's development. You don't have to do every marketing strategy all the time or even some of the time if it's just not something you can get done well. Let's consider the marketing activities that will result in re-occurring sales and those you can master well.

<https://extension.umd.edu/womeninag/marketing-campaigns-start-small-grow-tall>

8/26/2020 - Dr. Jesse Ketterman, Extension Educator, University of Maryland Extension

Emotional Well-Being: Warning Signs and Resources

Farmers experience a wide range of emotional stress that can affect both the individual and their family. This session will share warning signs and resources available to deal with emotional stress. Some topics covered include financial stress, substance abuse, depression, and suicide.

<https://extension.umd.edu/womeninag/emotional-well-being-warning-signs-and-resources#overlay-context=search/node/emotional%2520well-being>

9/9/2020 - Dr. Shawna L. Weimer, Assistant Professor University of Maryland

Thoughts on Animal Welfare

Animal welfare is in the eye of the beholder. In other words, different stakeholders have different perspectives and definitions of animal welfare. In the United States, the consumer is the primary stakeholder driving the dynamics of change in how livestock and poultry are raised. This webinar will cover three topic areas around farm animal welfare. First, we will revisit the influential factors involved in the transformation of animal agriculture and animal welfare assurance. Next, we will cover the fundamentals of animal welfare science and the role of animal welfare science in animal welfare assessments and audits. We will finish up the webinar with a discussion on current regional, national, and international animal welfare assurance programs currently and how they may change in the future.

<https://extension.umd.edu/womeninag/thoughts-animal-welfare>

9/23/2020 - Megan Todd, Esq. Research Assistant, UMD Francis King Carey School of Law

Agricultural Labor Mistakes to Avoid

Agricultural employers face a variety of unique legal challenges. Although there are some exemptions for agricultural workers in federal and state labor laws, incorrectly applying those exemptions is, according to the U.S. Department of Labor, a common mistake made by agricultural employers. This webinar will outline the basics of agricultural labor laws and give employers tips to avoid common pitfalls.

<https://extension.umd.edu/womeninag/agricultural-labor-mistakes-avoid>

10/14/2020 - Dr. Andy Lazur, Extension Specialist, University of Maryland Extension

Caring for your septic system and water wells

This webinar will cover the basics of drinking water wells and septic systems. Topics include: a) the important value of your septic system and water well provides you and your home in supplying safe drinking water and sustainable waste treatment; types of systems; and recommended maintenance tips to keep them operating effectively and safely.

<https://extension.umd.edu/womeninag/caring-your-septic-system-and-water-wells>

10/28/2020 - Jenny Rhodes, Extension Educator, University of Maryland Extension

How to Build a Professional and Personal Landlord-Tenant Relationship

Landlords and tenants both benefit from having a great landlord-tenant relationship and it all begins with communication. Learn the many means of communication, resources for contracts, budgets, grain marketing and much more.

<https://extension.umd.edu/womeninag/how-build-professional-and-personal-landlord-tenant-relationship>

11/11/2020 - Beverly Jackey, Extension Educator, University of Maryland Extension

8 Lifestyle Tips for a Healthy Brain

Brain health is the ability to remember, learn, concentrate and have a clear, active mind. This presentation provides lifestyle steps to help keep your brain 'young' and maintain good brain function.

<https://extension.umd.edu/womeninag/8-lifestyle-tips-healthy-brain>

12/9/2020 - Mayhah Roma Suri, Faculty Extension Specialist, UMD AREC

Family Communications in Farm Succession Planning

This webinar will focus on the importance of good communications and strategies for success when discussing topics with family related to farm succession and estate planning.

<https://extension.umd.edu/womeninag/family-communication-farm-succession-planning>