

## Purpose

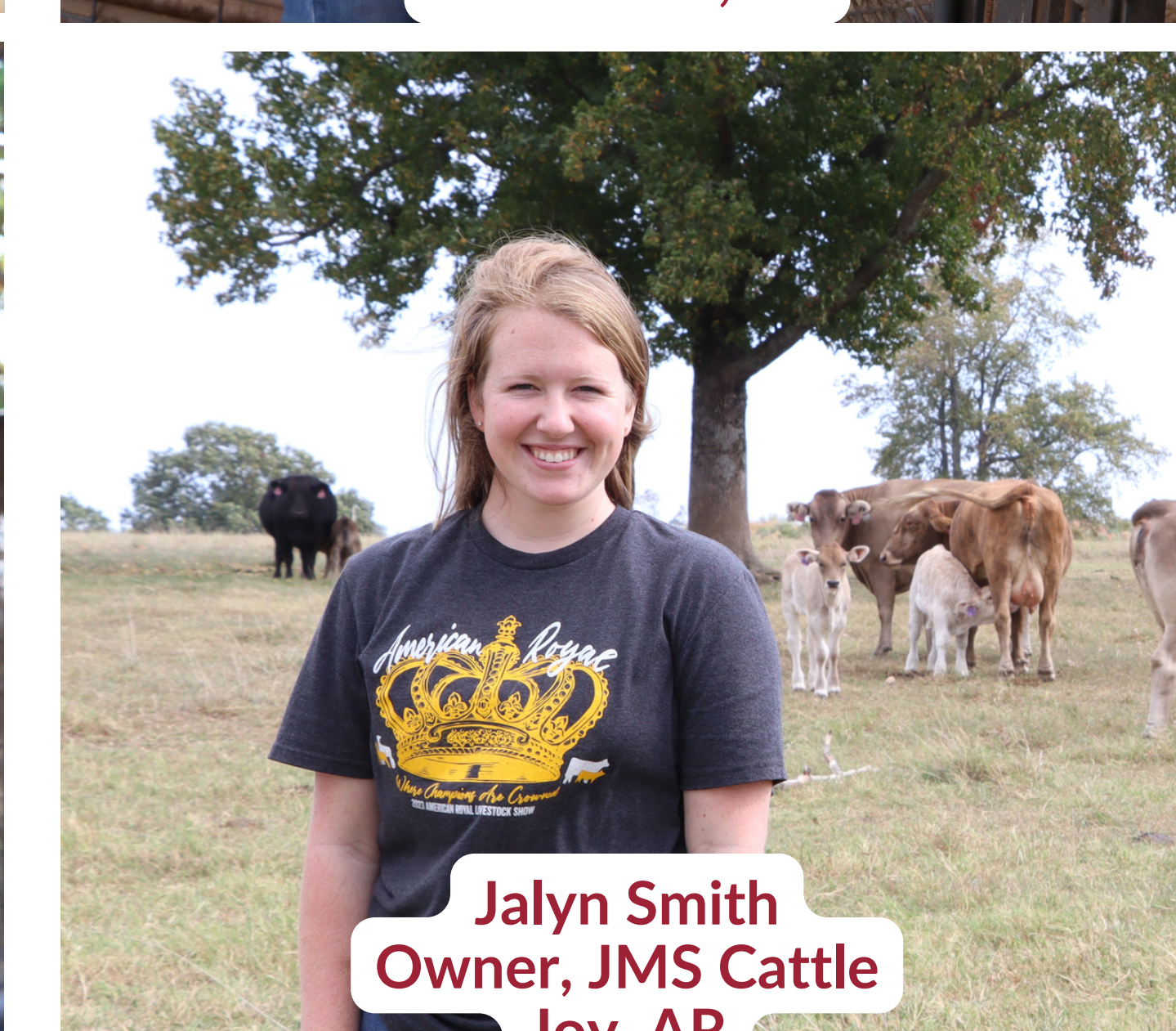
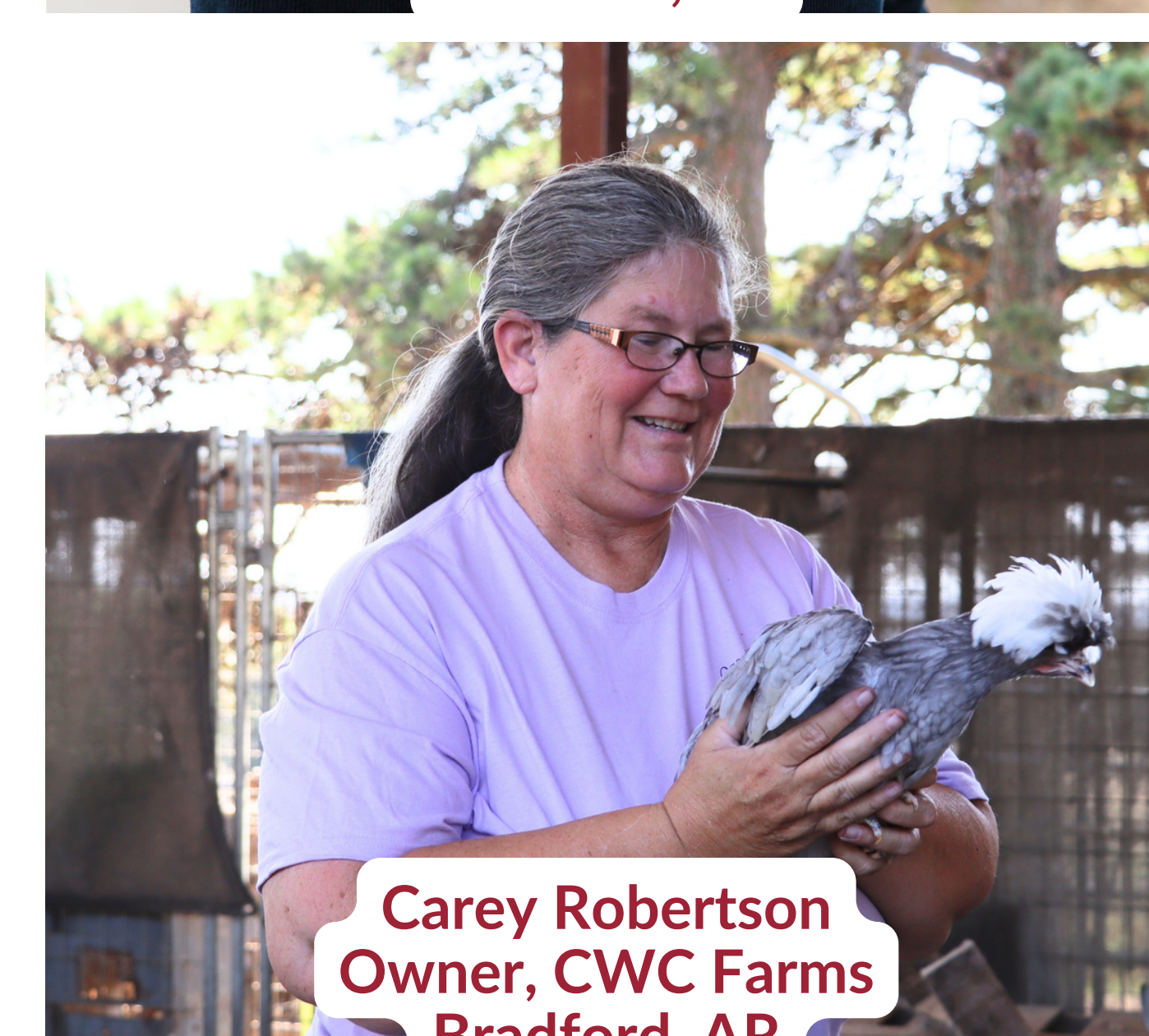
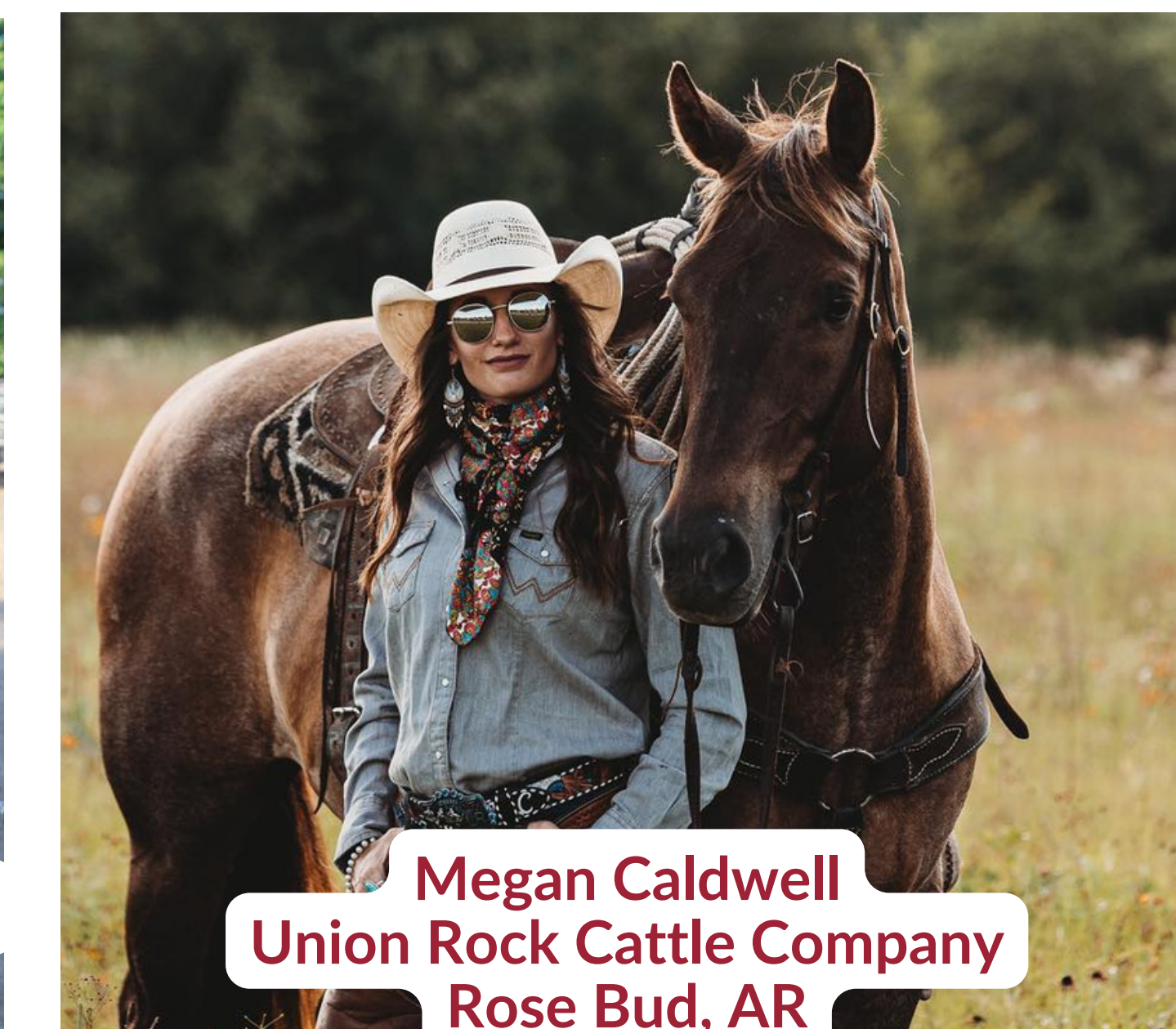
According to the US Census of Agriculture, there were 67,425 Arkansas agricultural producers in 2022. Only 39% of those were female, and that's just producers. That number doesn't include the women who contribute to agriculture in other ways both on and off the farm and ranch. Arkansas AgricultHER was created to showcase and celebrate women contributing to agriculture in various ways. The campaign's main goal is to bring awareness to the women who have stayed in the shadows for too long because of the challenges and barriers they face in the agricultural industry.

## Delivery Methods

Each month, one woman is featured through approximately 4-10 videos about her contribution to Arkansas agriculture. They are shared on AgricultHER's social media pages and posted to the White County Extension website. We utilize social media platforms including Facebook, X, and YouTube.

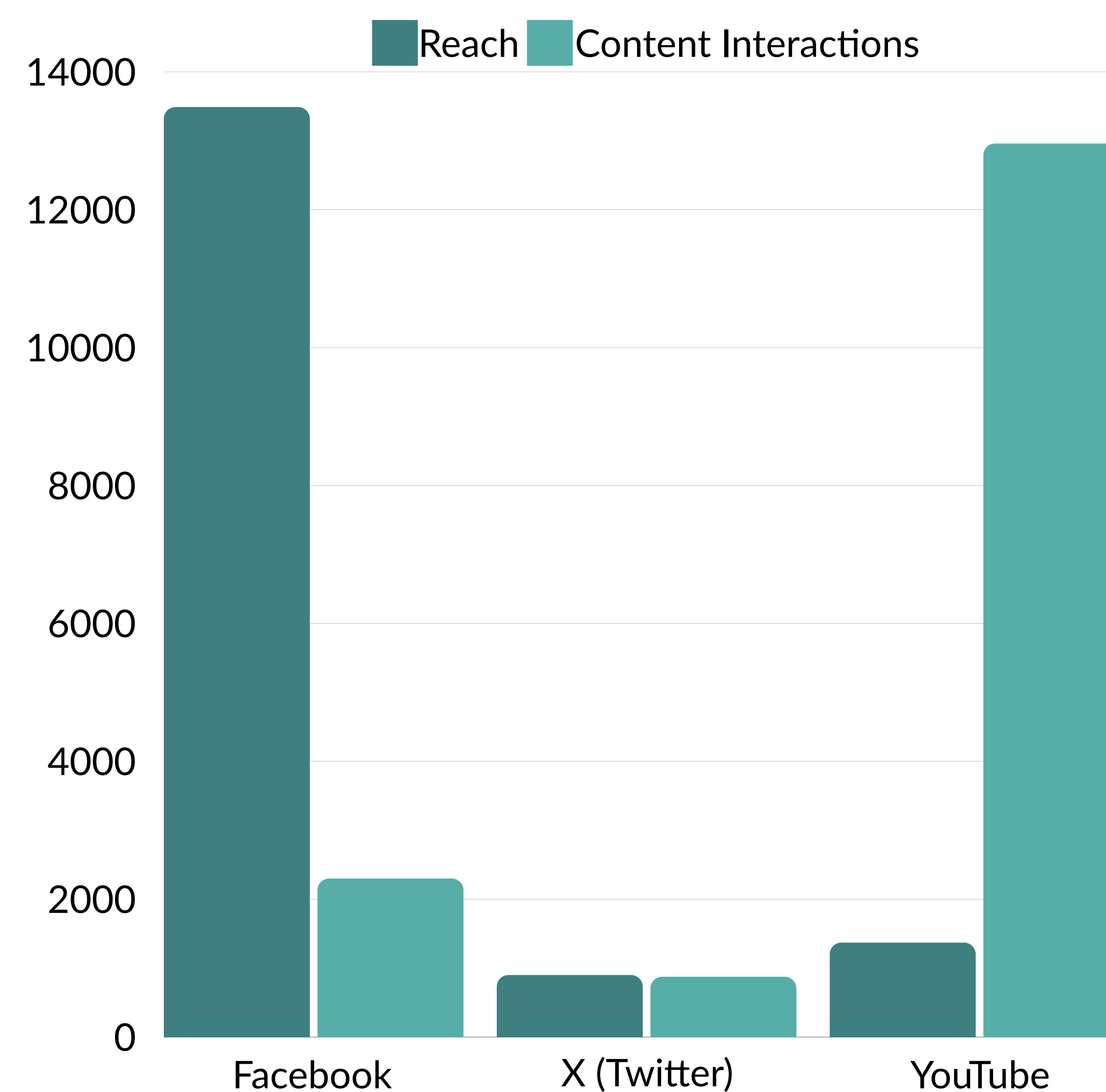


## Faces of AgricultHER

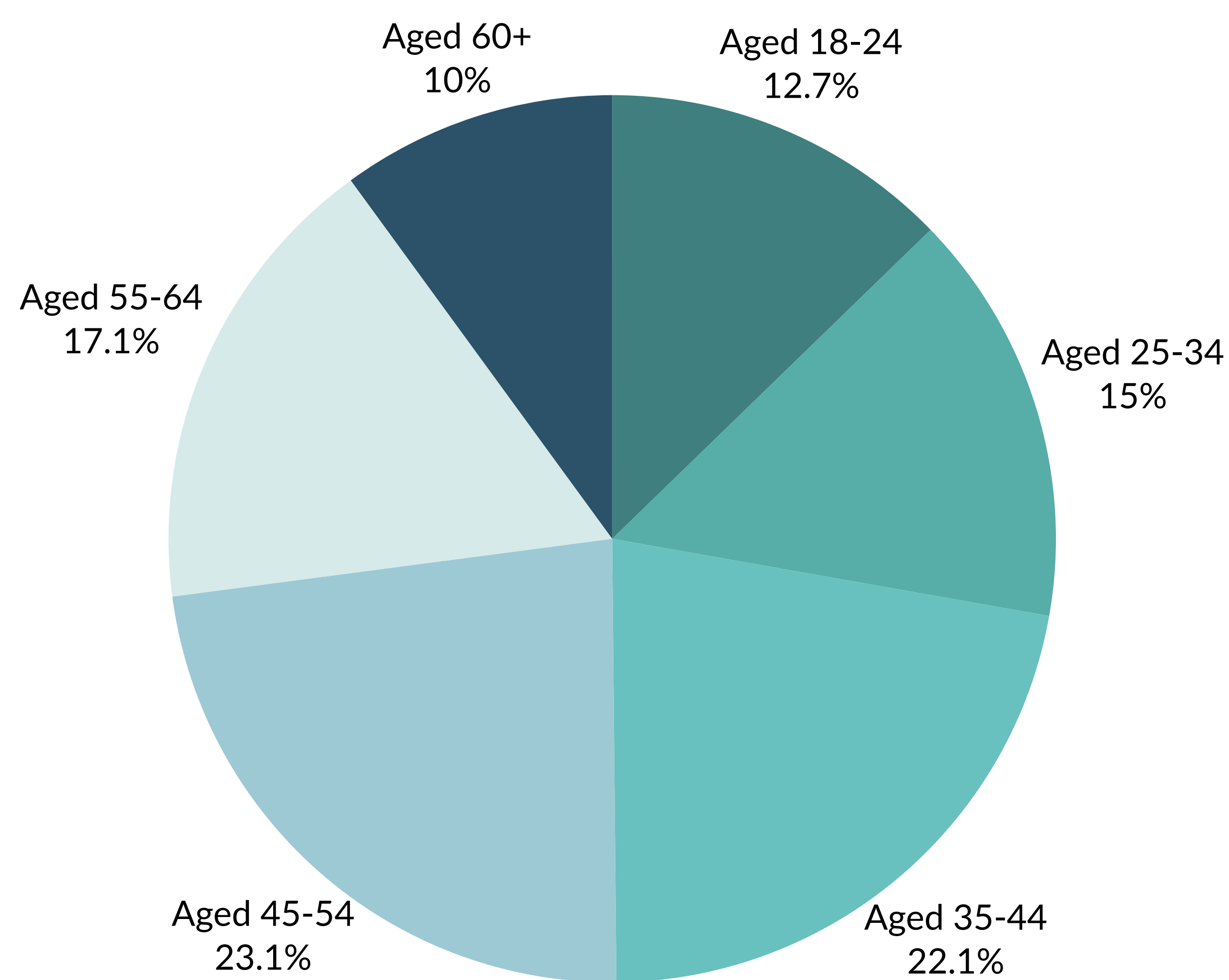


## Results

This project is still in the early stages, but we have seen some impressive results. Our social media platforms include Facebook, X, and YouTube. Overall, our videos reached 16,594 people in nine months. Our audience is mostly female, aged 35-64.



## Reach and Content Interactions



## Ages of Facebook Followers

## Future Plans

Our plan is to continue interviewing women from all areas of agriculture in Arkansas and showcasing the diversity in female agriculturalists. We hope to include women from all corners of the state eventually.



## Facebook Videos in Minutes Watched and Click Sources