

# Ladies Raising Livestock Conference

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## Target Audience

The Ladies Raising Livestock event is designed for women involved in agriculture, particularly those working in livestock production. It welcomes female farmers, ranchers, and agricultural professionals of all experience levels—from beginners exploring livestock ownership to seasoned producers seeking to expand their knowledge and networks. The event also caters to women balancing farm responsibilities with family and off-farm careers, providing them with practical tools to navigate challenges unique to their roles. By creating a space for shared experiences and learning, Ladies Raising Livestock fosters a supportive community where women can connect, grow, and thrive in a historically male-dominated field.

## Methods

- **Educational Focus:**
  - Hands-on training
  - Financial management
  - Veterinary care
  - Marketing strategies
  - Storytelling in agriculture
- **Engagement Strategy:**
  - Workshops, keynote speakers, networking opportunities, and resource sharing.
  - Trade show vendors relevant to the agriculture industry were on-site to engage with female producers.
  - Advertisement geared to grab women's attention.



The 2025 Ladies Raising Livestock Conference successfully engaged a diverse group of female livestock producers, providing education, networking, and hands-on learning opportunities.

## Program Contact

To access Ladies Raising Livestock resources, visit <https://tiny.utk.edu/LRL>. For questions, email Sarah Orr at [sorr6@utk.edu](mailto:sorr6@utk.edu).

## Programmatic Need

### Empowering Women in Agriculture: Bridging Knowledge and Community

Agriculture has long been a male-dominated industry, yet women continue to play an essential and growing role in livestock production. Ladies Raising Livestock is an initiative designed to empower female producers by providing education, networking, and resources tailored to their unique challenges. This event brings together industry professionals, extension specialists, and experienced producers to discuss key aspects of livestock management, including farm financials, veterinary practices, marketing strategies, and adaptive tools for efficiency. By fostering a supportive community and amplifying women's voices in agriculture, Ladies Raising Livestock seeks to bridge the rural-urban disconnect and strengthen the future of livestock production.

## Demographics

The Ladies Raising Livestock Conference successfully provided education and training to participants on a variety of agricultural topics, with measurable growth in knowledge across all sessions. Attendees showed a significant increase in understanding, with the highest improvement seen in the Storytelling in Agriculture session, which had a 48% increase in knowledge.

### Participant's Self-Identified Role on Farm Operation

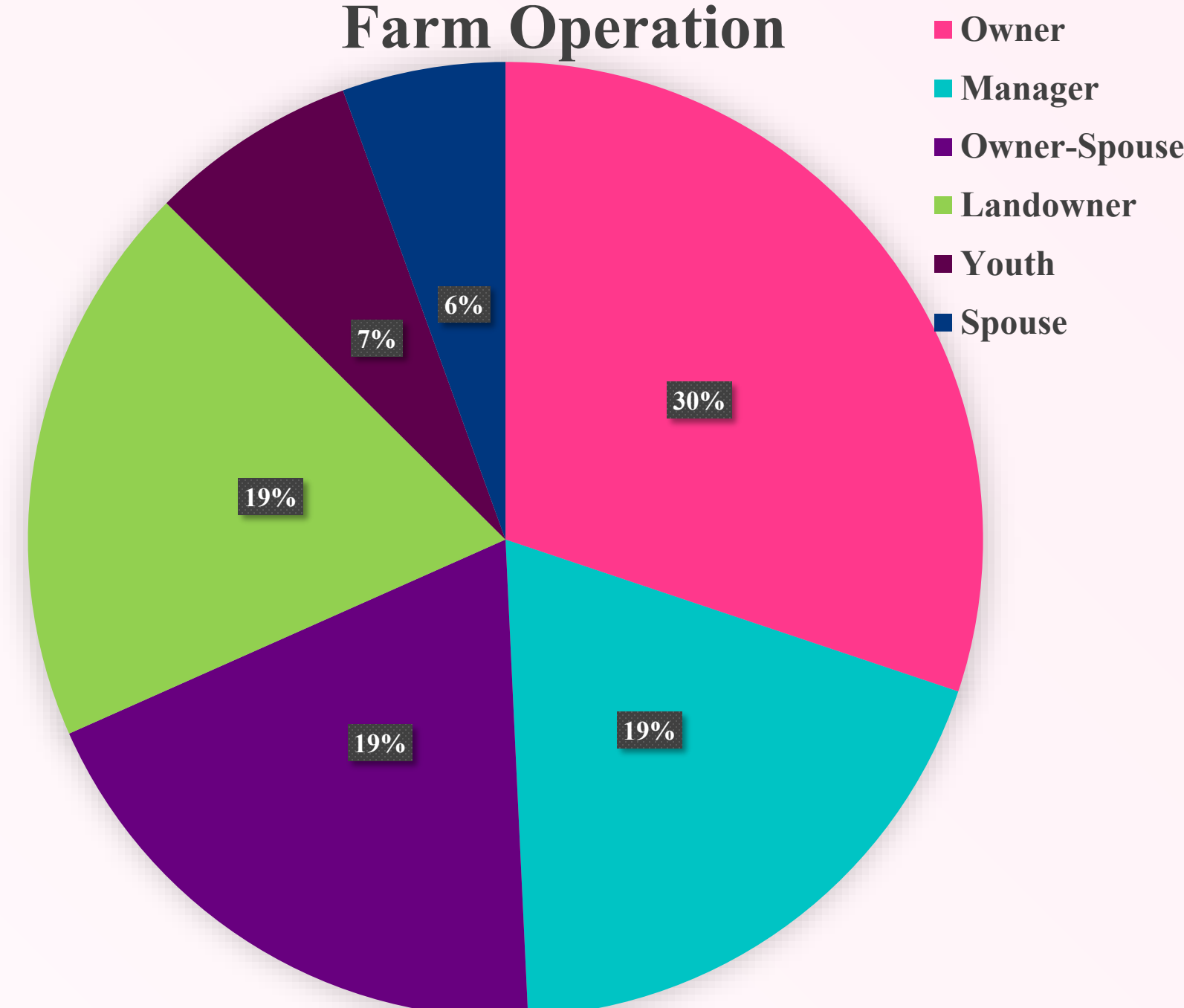


Figure 1. Pie chart of Ladies Raising Livestock Conference participants role on agricultural operations.

## Conclusion & Next Steps

The 2025 Ladies Raising Livestock Conference successfully met its goal of empowering female livestock producers through education and networking.

- Integrate participant-recommended topics into next year's programming.
- Expand outreach efforts to increase diversity among attendees.
- Explore additional hands-on workshops and expert panels.



## Keynote Speaker



Courtenay DeHoff is a passionate advocate for women in agriculture, recognized for her work in bridging the disconnect between rural and urban communities. Through her platform, *The Fancy Lady Cowgirl*, she empowers women to embrace their

identities, overcome self-doubt, and share their unique agricultural stories.

At Ladies Raising Livestock, Courtenay delivered the keynote address: "**Storytelling in Agriculture: Develop a Voice that Shifts Narratives.**"

Her talk focused on the power of storytelling in shaping perceptions, fostering community connections, and elevating the role of women in livestock production. She encouraged attendees to embrace their agricultural journeys with confidence and purpose, helping to create a more inclusive and impactful industry.

## Economic Impact

\$246,000

51% of participants found out about Ladies Raising Livestock on social media indicating a shift in necessary advertising strategies to reach new audiences

## Sponsors & Supporters

The Ladies Raising Livestock event is supported by a diverse group of sponsors dedicated to empowering women in agriculture and strengthening the livestock industry. **UT Extension** plays a key role in providing educational resources and outreach, ensuring equal opportunities for all participants. **Kubota** supports agricultural innovation with its reliable equipment, helping farmers improve efficiency and productivity. The **Tennessee Farm Bureau** advocates for farmers' interests, fostering a strong agricultural community. **Tennessee AgrAbility** is committed to enhancing farm safety and accessibility, particularly for individuals facing physical challenges. Additionally, financial and legal expertise is provided by organizations like the **UT Center for Farm Management** and the **UT Center for Profitable Agriculture**, ensuring that producers have the knowledge to navigate farm finances and direct marketing opportunities. These sponsors, along with many others, play a crucial role in making this event possible, offering resources, expertise, and support to the women who are shaping the future of agriculture.



## Program Impacts

The data reflects the broad scope of livestock operations managed by women and underscores the importance of providing tailored education to meet their unique needs. The conference successfully fostered growth in knowledge, practical skills, and confidence among participants, ensuring they are better equipped to manage their livestock businesses effectively. Overall 88% of participants reported the tradeshow to be valuable to expanding their operations.

### Percent Increase in Knowledge Topics After Attending

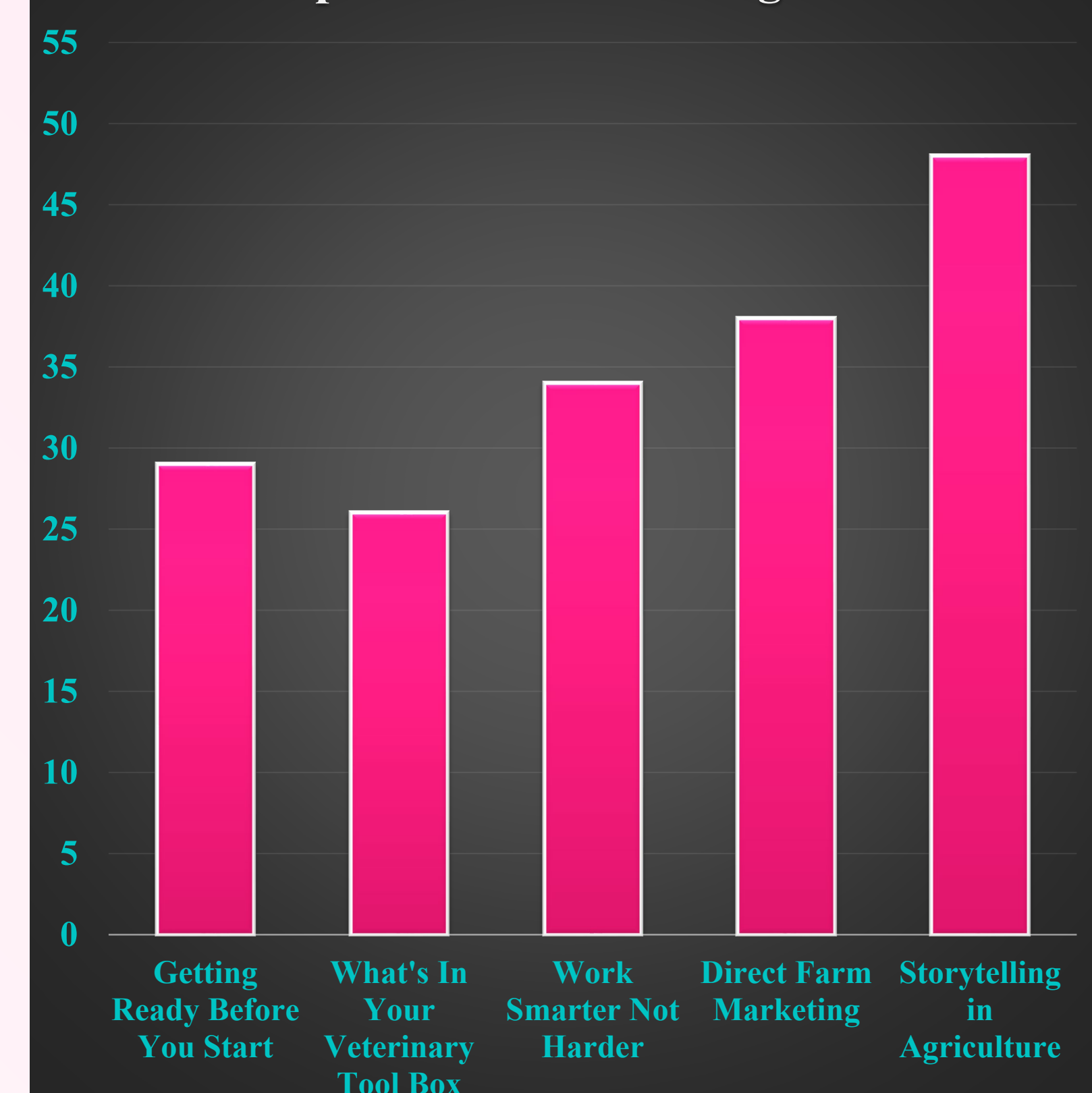
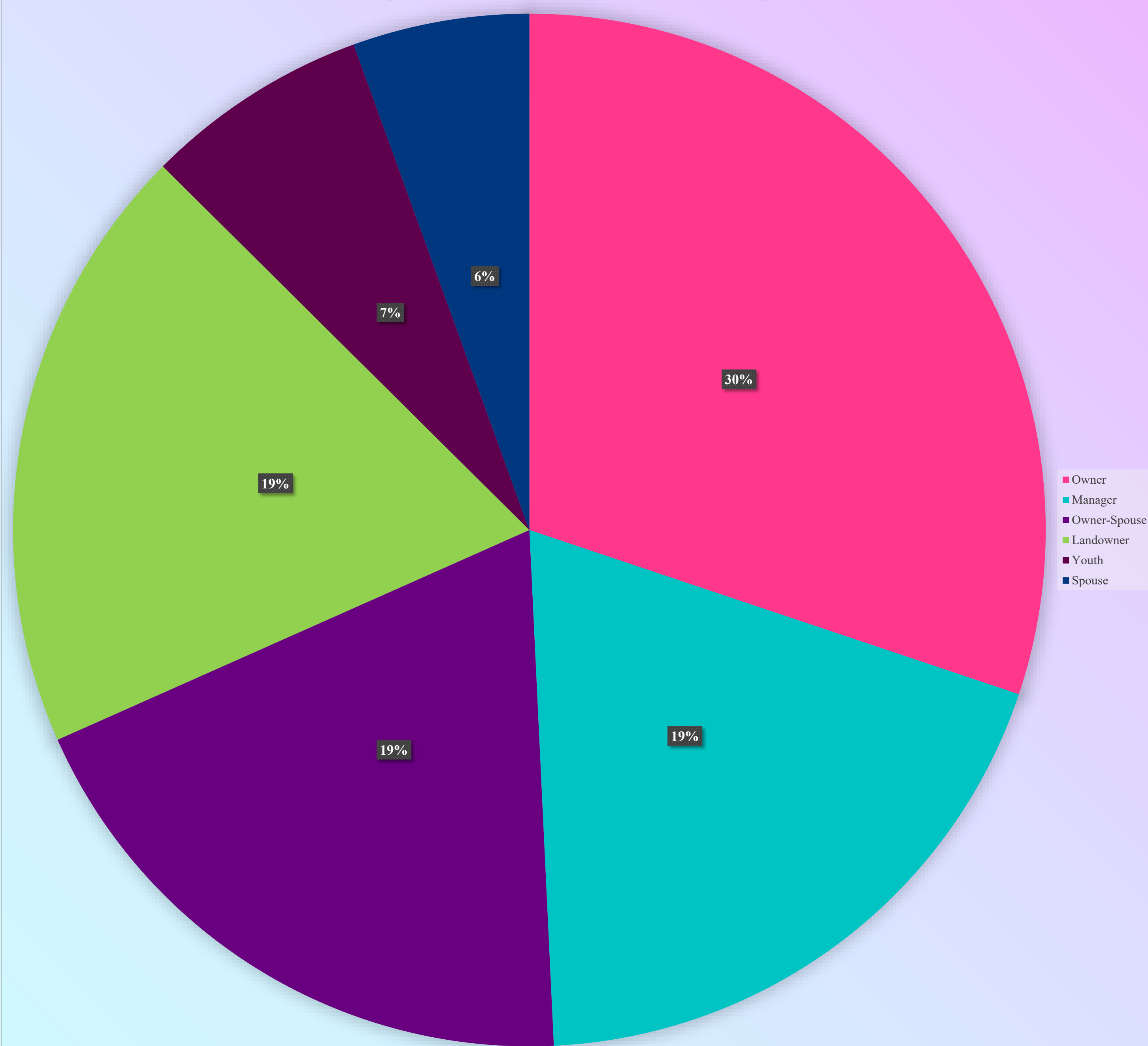


Figure 2. Percent increase in knowledge of each topic presented at Ladies Raising Livestock Conference.

UT Extension provides equal opportunities in programs and employment.



Participant's Self-Identified Role on Farm Operation



Livestock Species Raised

