



CORTEVATM
agriscience

A COMMITMENT TO WOMEN IN AGRICULTURE

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COMMITMENT TO FARMERS

As a U.S.-based company, completely dedicated to agriculture, our purpose is to enrich the lives of those who produce and those who consume, for generations to come.

We're committed to delivering best-in-class seeds, crop protection solutions and digital service – putting farmers at the heart of everything we do.

OUR COMMITMENT TO INCLUSION, DIVERSITY AND EQUITY (ID&E)

At Corteva Agriscience, we believe that Inclusion, Diversity, and Equity (ID&E) are essential to our success. We believe that diverse talents and perspectives fuel creativity, curiosity, and innovation, and when we involve people with a range of ideas, viewpoints, and backgrounds, we enhance our ability to provide the best products and solutions for farmers.

That's why we have established goals in three focus areas:

1. **Culture of Belonging** – where every employee at every level feels like they can be heard, valued, and empowered to contribute fully every day.
2. **Diverse Representation** – where our workforce is as diverse as the world and farmers we serve.
3. **External Impact** – where we will collaborate with others to drive change within our company and across our industry.

A FOCUS ON WOMEN IN AGRICULTURE

As an extension of its ID&E commitments, Corteva has chosen to be intentional about highlighting how women are leading communities, overcoming barriers, and setting the stage for the next generation of women in ag.

In 2018, Corteva surveyed and heard from more than 4,000 women from 17 countries across the world to understand more about what women need to become successful farmers and businesspeople.

Through this process, many regional differences were discovered – and some recurring themes:

- The higher the income, the lower the gender discrimination.
- Equality with salaries and access to financing is still a barrier to both getting into and staying in agriculture.
- Globally, fewer than half of women feel acknowledged, heard, or empowered to make decisions.
- Women indicate they need access to and training in technology.
- Family is a primary life concern.

In the United States, 36% of farmers are women, and 56% of all farms have at least one female decision maker.¹

As a result, Corteva started partnering with women farmers across the globe, to help them build a better future. Here are some specific examples of this engagement:

- In **Latin America**, Corteva supports the advancement of women in agriculture by training them in leadership, technology, innovation and finance.

¹American Farm Bureau Federation – <https://www.fb.org/newsroom/fast-facts>

- Across **Africa**, Corteva trains women in farming and agribusiness, seeing a 100% retention rate in Corteva’s Women Agripreneur Program.
- Across **Europe**, Corteva created Talenta, a program developed to help women entrepreneurs in rural areas by providing training as well as technical and financial support for their new projects.
- Across **Asia Pacific**, Corteva trained thousands of women on new farming techniques to protect crops, increase yields and overcome climate challenges.

Across **North America**:

- **Internally:**
 - Women Inclusion Network (WIN) – empowering and connecting women across Corteva to enable collaboration and leadership development to drive total business performance and establish a strong reputation as a great place to work for women.
 - Hosting women leaders to speak at Corteva.
 - Creating recruitment, retention and hiring goals for women.
 - Providing training on implicit biases and diversity.
 - Sharing stories of female employees.
 - Nominating female employees for external leadership positions with boards and industry associations.
 - Greater visibility of women in ag in university relations activities.
 - Accelerated Training Program (for new sales employees) is over 54% women.
- **Externally:**
 - Creating ads and videos that feature women farmers and tell their stories.
 - Providing equal access to Corteva tools and technologies for women farmers.
 - Supporting and collaborating with the Science Bound program at Iowa State University.
 - Corteva Grows Science outreach program consisting of employees (Science ambassadors) who inspire communities by promoting scientific literacy.
 - Hosting/promoting/sponsoring opportunities for women in agriculture to network/hear from women leaders.
 - Recruiting female social media influencers to tell the story of agriculture on Corteva social media channels (https://www.corteva.us/Resources/Stories-of-the-Land.html#anchor_1).
 - Hosting women grower panels.

Today and every day, Corteva believes in supporting all rural women farmers through education and training that will equip them with tools for productive farms, successful businesses, and stronger communities.

In addition to providing training, engagement opportunities, and resources, Corteva highlights the stories of women in agriculture who are doing unimaginable and amazing things. **In 2021**, Corteva ran an ad featuring a woman farmer who highlighted the generations of women in her family who had married a farmer. The final line of the ad was **“my husband married a farmer”** – and the response was very positive and came from several stakeholders across the food value chain. This ad brought attention to the reality that women are well-ingrained in the long legacy of agriculture – and, more than ever, its future state.

Corteva continues to invest in initiatives that support the development of women in agriculture.

ENGAGEMENT DURING 2022 COMMODITY CLASSIC

In early 2022, Corteva worked with state organizations to identify women farmers across the U.S. who would bring diverse perspectives into a conversation regarding their experience as a female in the agriculture industry. **Twelve women** representing **7 states** and various **grower associations** participated in a facilitated luncheon discussion during the 2022 Commodity Classic in New Orleans, where several themes came to light, including how women farmers are perceived and how the agricultural community can engage and communicate more effectively. The women in attendance were excited to have the opportunity to connect with their peers and to share their perspectives.

Corteva Participants

- Cynthia Ericson: Vice President, Corn Portfolio
- Adriana Ratterman: Vice President, Eastern Cornbelt Commercial Unit
- Amanda Rinehart: Iowa Area Leader
- Alana Schneider: Global Seed Communications

In addition to the in-person engagement at Commodity Classic, an online survey to event participants and to a group of American Soybean Association (ASA) Corteva young women leaders was conducted to gain additional related insights. This report includes a summary of themes, recommendations, and future considerations to carry forward the momentum of positive conversation and insights.

KEY THEMES

- ***Women farmers know more and do more than is understood by those who aren't involved in agriculture.***
 - I'm a **farmer and agronomist but I grew up in the city.**
 - Women typically answer to **more than one title on the farm.**
 - They are surprised by the **high level of education** that I have.
 - Women can not only **do everything a man can do**, but we will also likely **do it slightly differently.**
 - **How much work** I do on the farm (as a female). They have a **hard time fathoming** that I run the large machinery on our row crop farm. I usually hear comments like "oh, well, I didn't think you would be able to," OR "well, that's surprising."
- ***Mentorship, networking, and guidance from older and male farmers is greatly appreciated by women and younger farmers.***
 - I had **many champions** over my 37 years of farming. My biggest was my **grandfather!** There were also many other older men who aren't around anymore.
 - Farmers (**men and women**) have learned from our **older generations** how to fix and repair. Do not destroy anything because it might be needed down the road. We are great at recycling. Our **grandparents** showed us how to take care of the land and now we are improving on what they started.
 - We are always wanting to learn...whether it's from **someone who has been farming for 50+ years** or someone who has just started out...we like to **network and share ideas** because that is how we make everyone better. It's not just about the betterment of our own farms, it's about the betterment of all farms...so we can continue to do what we love!
 - The **networking and opportunity** to see how other farmers operate in different regions and states gives you great input for how to improve yours.
- ***For women farmers and farmers of all ages to become more involved, grower associations will need to provide***

opportunities to engage and be involved in ways that are different from the past. Additionally, different types of support will be needed based on the life stage of the farmer.

- **Shifting the typical meeting structure** (timing, cadence, locations, virtual options) and organizational structure (roles of farmer leaders) may be necessary to get more involvement from women.
- We get the younger women and the older women involved – but **not those in the middle** who have graduated and are involved but entering new life stages with family and many other commitments.
- **Training and/or mentorship programs** would be helpful for those in the “**middle**” of their family life stage. They’re highly involved in their communities; training to engage with consumers can be applied in multiple settings.
- Offer **babysitting or childcare at onsite meetings and engagements.**
- Grower organizations need to do more **listening to concerns and needs of their members.** Many farmers deal with different situations; they don’t know who to reach out to on issues and get help from.
- **Women don’t want to be treated differently than men; but they don’t want to be disrespected.**
 - **Unlike other men, women must first earn the respect of other board members.** Same as in farming. **We just want to be treated fairly and similarly to how they would treat men.** No special treatment.
 - Women **still have to “laugh off” subtle condescending comments.** When I told a male farmer I was invited to the Corteva Women in Ag luncheon, his parting comments were “don’t go letting all that women power talk go to your head.” **That needs to stop.**
 - “I don’t want to be recognized only because I am a woman in agriculture; **I want to be recognized because of my accomplishments.**”
- **We need everyone in agriculture to be more inclusive and to understand that diversity makes us stronger.**
 - Be willing to **listen to everyone.** People may not know exactly what you know, and they might know things that you might not.
 - We need to see forward progress and **be open to change** (which is very difficult for traditional farmers).
 - The younger generation is more diverse than it has been and **accepting/celebrating that will be critical** for the future.
 - A lot of organizations, conferences, publications, etc. seem to have a more conservative/traditional viewpoint/narrative, and that **doesn’t entirely line up with the generations that are upcoming.** The modern family continues to evolve and being more inclusive/accepting of that will be key.
 - We can get the job done but **it might look a little different** than it has historically been done.
- **Younger farmers want to teach older farmers too. (“The way we’ve always done it” needs to change.)**
 - We have great ideas on how to **improve efficiency and incorporate technology** – please let us do it, rather than continuing to “do it the way it’s always been done” or say, “we don’t need that, we’ve always done it this way.”
 - Young farmers have **great ideas.** Try to listen & develop those ideas instead of saying “that won’t work.”
 - Young farmers are so **resilient.** They are **intuitive** and when given 1/2 a chance they will surprise you with the awesome things they can accomplish.
- **Women have always and will forever continue to play a vital role in the daily sustainability of farms. But sustainability isn’t limited to environmental considerations. It includes family, economics, and happiness.**
 - Historically, farmwives have always played a critical role, but **responsibilities have been limited** to keeping books, bringing meals to the field, being a parts runner, and keeping the family/household in order. Today, I have a **leadership role and manage significant parts of our business.** Women are getting

more and more engaged in the farm management side and that is surprising to some inside or outside the profession.

- Even though I have a **master's degree and a promising career, I choose to stay home** and raise our children while also working on the farm.
- There are **tradeoffs women make** to enable their male counterparts to be involved in organizations and take on leadership roles.
- **Women seek inspiration from those who came before them - women role models at each life stage and various roles in agriculture – farming, agribusinesses, organizations, public officials, universities, etc.**
 - We are **here**. We are **capable**. We are **diverse**. Just like consumers.
 - Connecting with consumers through **social media is necessary** in today's agricultural society.
 - Young people in ag have a story that can already be told. It doesn't span the years of the older generations, but **it is valuable and reveals the changing landscape of agriculture** that we will see in the near future. It also shows the current status of **what young farmers are facing**. Letting younger people have their story is critical.
 - Please don't forget the **wonderful women who work in the agribusiness world!** They still have a part in their family farms or support the farm. The more women we get in jobs here the more it will become commonplace, and it won't be such a big deal.”
 - Many individuals were mentioned: Pam Johnson (multiple times), Jenny Schmitt, Debbie Lyons-Blythe, Shelly Boshart Davis, Nancy Kavazanjian, Marji Guylar-Alaniz, Suzanne Shirbroun. Women worked with in Uganda, Joan Ruskamp, Annette Sweeney, Clint and Sam Vandenberg, Mary Pat Sass, Farm Wife Guru, Ag Chicks, Kylie Epperson, and Krysta Harden.
- **Corteva can help young farmers network in multiple ways.**
 - **Engage and actively support** them earlier in their careers, especially through the **young leaders' program**
 - Offer opportunities for **networking, trainings, and conferences**.
 - Offseason **farm couple retreats** are always fun, or just partner with county/state/regional grower groups and have networking events.
 - I get the most from **media trainings, political insights, leadership/personality style trainings**, and just the general **networking** opportunities for not only our peers but those in leadership.
 - I think it would be great if Corteva sponsored an **ideas conference** for farmers that focuses on what is being used to create sustainability or efficiencies on the farm.
 - Creating or sponsoring a consistent and **fun social networking opportunity** for younger farmers would also be a great way to encourage them to be more involved. A meetup group to do activities across the state would be great.
 - **Popular software training** could be useful for those who aren't familiar with it (Excel, Google Apps, QuickBooks, Adobe PDF).
- **Every person has many labels and answers to many titles – especially women.**
 - Those involved in agriculture may be assumed to have the traditional roles – and only those roles. But the women interacted with quickly came up with multiple ways they may be labeled that are core to who they are, what they love, and what they do – that have nothing to do with agriculture.
 - These labels/titles showcase that in addition to traditional farm woman labels/titles, there are many others that demonstrate women in agriculture are intensely committed to community organizations, volunteering for worthwhile causes, leading local clubs, and having a lot of fun during the process.



WHAT’S NEXT: OPPORTUNITIES & RECOMMENDATIONS

CORTEVA OPPORTUNITIES & RECOMMENDATIONS

- **Continue showcasing diversity in marketing.**
 - Corteva can continue being a catalyst for the industry by showcasing how inclusion, diversity, and equity build stronger teams, drive innovation, create profit, strengthen relationships, and drive future potential. Corteva can demonstrate and reinforce the important role women and other minorities play in the advancement of the industry by leveraging the journeys and experiences of women and other minorities.
 - Participants appreciated and asked for Corteva to continue highlighting women in agriculture through marketing campaigns. We heard loud and clear that women farmers are *resilient*, are *continually challenged*, wear *multiple hats*, are *forever exhausted*, and *make multiple sacrifices* – and they *love it* and are *fulfilled*.
- **IN PROGRESS – Train employees to treat all farmers equally, independent of what they look like.**
 - Deliberately train them to understand that women and other minorities are business decision-makers.
- **IN PROGRESS – Empower relationship building.**
 - The theme of relationships was mentioned in many ways: Corteva sales teams’ relationships with farmers, farmer-to-farmer networking, association relationships with farmers, etc. Several noted that opportunities for networking with peers would be welcome. This could come through partnerships or sponsorships with industry organizations or at industry events. The goal is for farmers to connect with peers as well as with Corteva representatives to get to know and learn from each other.
 - **Continue supporting Young Leader programs** – they’re well done and are an opportunity for young farmers to sharpen their leadership skills while networking with others in the industry. Women farmers noted they greatly appreciate that they are included as equals during these sessions. During these sessions, Corteva can equip farmers to speak about the advancements in innovations and technology with various stakeholders – especially Millennials and Gen Z, who favor technological advancements in ag.

- The next generation of employees may not know agriculture has opportunities for them. Package and share existing partnerships/sponsorships with organizations focused on the next generation of employees to continue to facilitate conversations with young women in agriculture to encourage the next generation to become involved.
- **Hire more women agronomists.**

GROWER ASSOCIATION OPPORTUNITIES & RECOMMENDATIONS

(Based on feedback from focus group and online survey)

- **Research member needs.**
 - Conduct periodic member surveys to understand the concerns, needs, and types of support that would be helpful to members (training, mentorship programs).
- **Assess potential organizational barriers.**
 - Evaluate the current organizational structure and the current criteria in place to ensure that it is not creating barriers for those who want to become involved. Consider an agile organization structure for committee work. To encourage participation, offer services such as childcare or virtual meetings.
 - Empower those with busy families to engage in smaller, consistent advocacy work – not to participate in traditional long-standing board commitments.
- **Consider establishing networking and mentorship opportunities between generations of farmers.**
 - Create a framework for farmer-to-farmer mentorship.
 - Work with more experienced farmers to be open to trying new things and hearing new ideas. Encourage them to consider that the passion and energy of the younger generations of farmers can and should be embraced. Remind older leaders that there's value in leveraging the excitement of younger farmers – and their willingness to take risks, spend time and energy figuring out new solutions to long-standing and future challenges.
 - Create or partner to implement a mentor program to encourage younger women to become involved in leadership positions.
- **Offer development opportunities to empower engagement outside of agriculture.**
 - Don't be afraid of engaging in uncomfortable conversations – especially those that train on and/or reinforce the importance of inclusion and diversity.
 - Create and offer trainings to encourage women in agriculture to represent the positive stories of agriculture as they are involved in other groups, industries, hobbies, community organizations, etc.
- **Highlight women leadership and the many ways it adds value (potential case study)**

NEXT STEPS

- Corteva to share this report with women who participated in the 2022 Commodity Classic event as well as the ASA Corteva young female leaders who completed the online survey.
- Corteva to share this report internally with leaders. Clearly indicate recommendations and drive towards prioritization regarding how Corteva can support female farmers.

- Corteva to share this report with grower organizations to provide key themes and opportunities for continuing to support women in ag.

For questions regarding this report, please contact Alana Schneider, Global Seed Communications, at Alana.Schneider@Corteva.com.