BIENNIAL REPORT







PLANTING OUR FUTURE
AAW
A FORCE FOR TRUTH
AMERICAN AGRI-WOMEN

November 2025

www.americanagriwomen.org

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LETTER FROM THE PRESIDENT





A Voice That Resonates Across Fields and Platforms

As American Agri-Women (AAW) enters its 51st year, we reflect with pride on a legacy defined by bold leadership, strategic growth, and an unwavering commitment to our founding purpose: "To be a force for truth in agriculture." From local communities to national policy tables, our members continue to unite women in agriculture to ensure that rural voices are heard, respected, and empowered.

We are proud of the resilience, innovation, and leadership that have shaped our journey and amplified our impact. The past two years have presented both challenges and opportunities, stemming from shifting policy landscapes, supply chain disruptions, and evolving consumer expectations. AAW members responded with clarity and conviction, deepening engagement with legislators, educators, and industry partners while fortifying coalitions and expanding our digital footprint.

Our reach spans local communities, state legislatures, national policy tables, and increasingly, digital platforms where agricultural truth needs a louder voice. AAW has expanded its online presence to meet the moment, sharing policy updates, member stories, educational resources, and advocacy alerts that mobilize action and elevate rural perspectives in real time.

Our leadership development programs, national symposiums, and Farm Bill advocacy exemplify our commitment to informed leadership. We have mentored emerging leaders, educated policymakers, and built coalitions that shape the future of agriculture. Whether hosting informative "Lunch with AAW" webinars, contributing to national media, or shaping policy through our position statements. AAW remains a trusted space for collaboration, education, and action.

This report highlights those achievements. It is a testament to the power of shared purpose and the enduring value of agriculture as a cornerstone of American life.

Your support fuels this momentum. It sustains a proven platform for outreach, education, and advocacy. It helps us train the next generation of Agri-Women leaders, expand our digital reach, and ensure that agriculture remains resilient, respected, and ready to meet tomorrow's challenges.

Rose Tryon
President, American Agri-Women
#AgWomenUnite

Mission

To educate, engage and empower members to influence policy and increase stakeholder understanding and appreciation of U.S. farm, ranch and timber operations.

Executive Committee

November 2023 - November 2025

PRESIDENT
Rose Tryon
Affiliate: California Women for Ag

FIRST VICE PRESIDENT
Kim Bremmer
Affiliate: Wisconsin Agri-Women

VICE PRESIDENT, COMMUNICATIONS
Chrissy Wozniak
Cape Coral, Florida

VICE PRESIDENT, EDUCATION
2022-2024 - Jean Goslin
Affiliate: Kansas Agri-Women

2024-2026 - Debbie Bacigalupi
Affiliate: Nevada Agri-Women

SECRETARY
2022-2024 - Arlene Kovash
Affiliate: Oregon Women for Agriculture

2024-2026 - Alex Henderson
Affiliate: Texas Agri-Women

TREASURER
Kathy Goodyke
Affiliate: Minnesota Agri-Women

PAST PRESIDENT
Heather Hampton+Knodle
Affiliate: Illinois Agri-Women



OUR HISTORY

Founded in 1974, American Agri-Women (AAW) has grown from a handful of state organizations into the nation's premier coalition of women in farming, ranching, and agribusiness. The movement began when women leaders across the country recognized the need for a united, non-partisan voice to advocate for U.S. agriculture. On November 14, 1974, groups from Michigan, Oregon, Washington, and Wisconsin came together to officially form AAW, setting the stage for 50 years of leadership and advocacy.

From its earliest days, AAW stood for something revolutionary, women not only working in agriculture but shaping the public policies that define its future. Through education, collaboration, and civic engagement, AAW members built a respected national presence, representing thousands of voices from farms, ranches, and timber operations in every region of the country.

In 2024, AAW proudly celebrated its 50th Anniversary, marking five decades as a force for truth and a reasoned, non-partisan voice speaking up for the future of agriculture. This milestone honors generations of women who have influenced legislation, advanced agricultural literacy, and strengthened connections between producers and consumers.

Grounded in its Purpose, Vision, and Mission, AAW continues to engage and empower members to influence policy and increase understanding of U.S. agriculture. Today, AAW remains a nationwide network uniting women leaders to protect and promote the future of American agriculture—past, present, and future.



EVENTS

AAW's call to power encourages members to show up and speak out about agriculture.

Live Events

American Agri-Women holds three events per year; Mid-Year Meeting, Fly-In & National Convention. Over the 2023-2025 biennium, AAW's live events reinforced three strategic dimensions:

Advocacy-readiness: The Mid-Year Meetings in 2024 and 2025 provided critical forums for framing policy priorities and preparing members for national engagement.

Influence in D.C.: The Fly-Ins enabled direct access to federal policy-makers, underscoring AAW's purpose of being a reasoned, non-partisan voice for agriculture.

Community & Celebration: The 50th Convention served as a milestone moment to honor legacy, unite members, and inspire future generations of women in agriculture.

These events collectively illustrate how AAW lives its mission: by engaging and empowering members to influence policy and increase stakeholder understanding and appreciation of U.S. farm, ranch and timber operations.









Industry Trade Shows

National Outreach & Educational Engagement

World Ag Expo 2025 – Tulare, California
In February 2025, AAW was invited to participate in the John Deere booth at the World Ag Expo, the world's largest annual agricultural exposition. Members engaged with producers, students, and industry leaders, sharing AAW's mission, leadership programs, and advocacy priorities. The Expo provided national visibility and strengthened relationships with key partners in agriculture.

National FFA Convention & Expo – Annual Participation
AAW participates each year in the National FFA Convention & Expo, connecting with thousands of students, educators, and alumni. Members staff a booth to promote leadership programs and engage with future agricultural leaders, reinforcing the link between agricultural education and advocacy.

National Agriculture in the Classroom Conference – Annual Participation
At the National Agriculture in the Classroom Conference, AAW delegates engage with educators and curriculum developers, supporting agricultural literacy and sharing accurate, science-based content with students nationwide. This annual participation underscores AAW's commitment to fostering understanding and appreciation of U.S. farms, ranches, and timber operations.

Continuing Impact
Through these national events, AAW expands its reach, educates stakeholders, and empowers women leaders—living its mission to influence policy, promote agriculture, and secure the future of U.S. agriculture for generations to come.







Webinars

To expand AAW's educational reach beyond live events and to engage members, and the public AAW has hosted a continuing series of "Lunch with AAW Webinars" covering timely topics in agriculture, policy, land use, biosecurity, and technology.

These virtual sessions serve multiple goals:

- Equip members with up-to-date content and tools they can apply in their operations or advocacy work
- Extend AAW's voice and influence in expert-led dialogue
- Build awareness and engagement beyond affiliate boundaries

These webinars represent a scalable and impactful arm of AAW's mission: engaging and empowering members and stakeholders with knowledge, connection, and credible content — reinforcing our brand as a non-partisan, reasoned voice in agriculture.



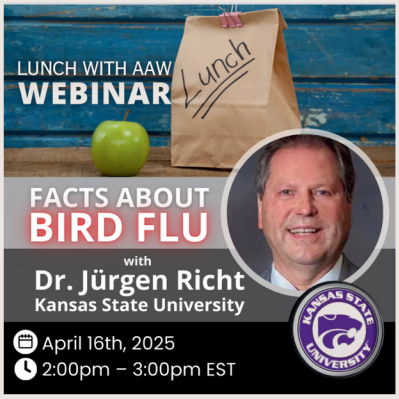


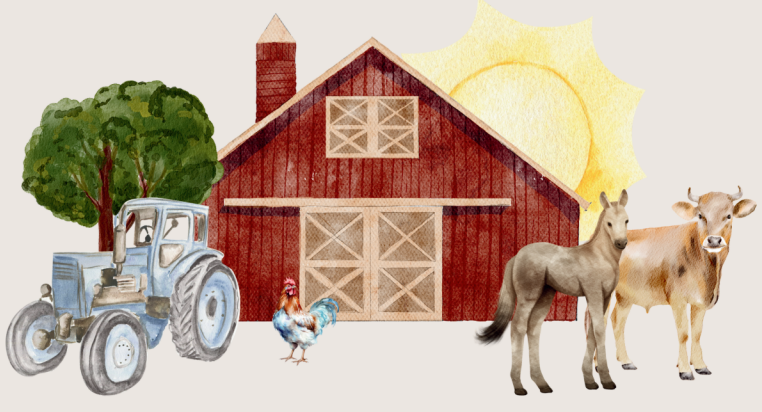












Road to Influence

Leadership Development

American Agri-Women (AAW) launched the Road to Influence program to equip women in agriculture with the knowledge, skills, and confidence to become effective leaders and advocates. The program blends leadership training, policy education, and strategic communication tools to empower members to engage with policymakers, industry stakeholders, and their communities.

- Participants in Road to Influence explore topics such as:
- Understanding local, state, and national agricultural policy
- Advocacy strategies and communication techniques
- Building professional networks and mentorship connections
- Leadership skills to influence decision-making in agribusiness and community organizations

Since its inception, the program has fostered meaningful connections among participants, enhanced confidence in public engagement, and strengthened AAW's mission to empower women to influence policy and promote U.S. agriculture.

AAW is currently in the second cohort of the program, building on lessons learned from the inaugural cohort and expanding outreach to a broader network of members. Alumni of the program continue to serve as mentors and advocates, demonstrating the ongoing impact of structured leadership development in advancing the organization's goals.

Through Road to Influence, AAW not only invests in the professional growth of its members but also ensures that the voice of women in agriculture remains strong, strategic, and influential at every level of policy and industry dialogue.



BY THE NUMBERS

AAW's Reach & Engagement



SOCIAL GROWTH

JAN 2024 VS NOV 2025

Facebook: 13,000 → 13,799
Instagram: 1,832 → 2138
LinkedIn: 683 → 1146
Twitter: 19,100 → 19,112

EMAIL REACH

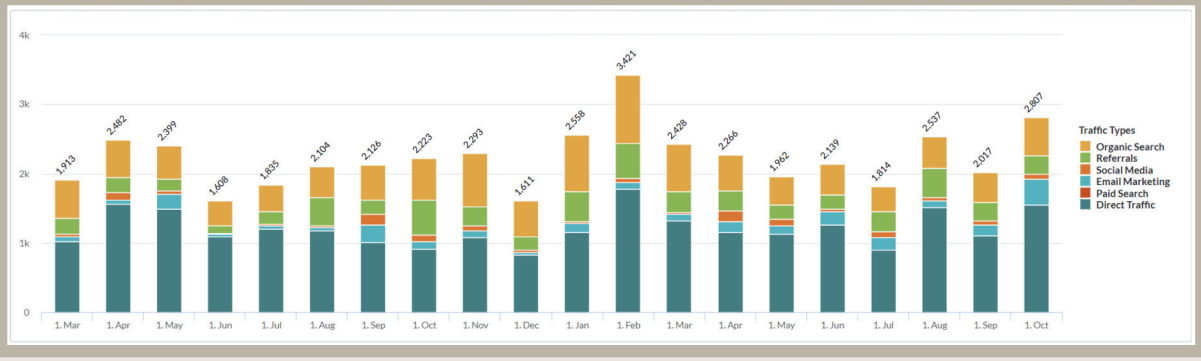
JAN 2024 TO NOV 2025

89,789
Messages Sent

8.43% (7478)
Click Rate

52.98% (46,973)
Open Rate

MONTHLY WEB TRAFFIC FROM WEBSITE LAUNCH TO NOV 2025



AG BITES

Influencing policy, one Ag Bite at a time!

The Ag Bites campaign, American Agri-Women's weekly outreach to national legislators, achieved exceptional engagement throughout 2025. Each edition featured a short, fact-based question designed to educate and intrigue readers about agriculture's role in daily life. The most successful topics—such as "How much milk does a cow produce per day?" and "How often do chickens lay eggs?" achieved open rates above 70% and click rates exceeding 16%! These results underscore the appeal of accessible, relatable content focused on livestock and food production.

Engagement improved steadily over time, reflecting the growing recognition of Ag Bites as a reliable and engaging source of agricultural insights. Top audience interactions came from bipartisan legislative offices, including staff from Senators Marshall, Welch, Booker, Thune, and Fetterman, indicating broad reach and policy relevance.

The campaign also strengthened AAW's digital footprint, driving thousands of clicks to the organization's Facebook, LinkedIn, and website pages, particularly the #AgWomenUnite and "Deck of Cards" features. This synergy between email, web, and social media expanded AAW's influence and visibility.

Overall, Ag Bites continues to serve as a highly effective communications tool—informative, consistent, and impactful in advancing agricultural awareness among decision-makers nationwide.



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WOMEN IN AGRIBUSINESS

WESTERN SKIES STRATEGIES

AG WOMEN CONNECT

Holland & Knight

> *We are a force for truth, a reasoned, non-partisan voice for the agricultural community to the public.*

PLANTING OUR FUTURE
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