



RUTGERS

New Jersey Agricultural
Experiment Station

2011 Suzanne's Project

Antalya, Turkey

October 24 - November 18

Kumluca, Turkey

Partners

REEFREPORTSM
REALIZING THE ECOSYSTEM EFFECTS OF FINANCE



JERSEY ROOTS, GLOBAL REACH



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Introduction

Suzanne's Project (Antalya, Turkey)

A pilot program conducted by a Rutgers-led partnership to train 40 Turkish women farmers who are small-scale citrus and tomato greenhouse producers took place in Kumluca, Turkey, from October 24 to November 18, 2011.

Inspired by the scalability and impact of *Annie's Project*, a nationally recognized risk management educational program for female farmers operating in the United States, Robin Brumfield, Ph.D., New Jersey's *Annie's Project* leader and extension specialist in farm management at Rutgers, took the project to Antalya, Turkey in September 2011 at the invitation of Burhan Özkan, Ph.D., Professor in the Department of Agricultural Economics, Advisor to Rector and International Relations Coordinator at Akdeniz University. Her goal was to adapt the *Annie's Project* model to train Turkish women farmers on the

best practices and basic skills necessary for them to sustain profitable agricultural businesses. She worked in collaboration with a team including Mick Minard, Photographer, Impact Advisor and Strategic Communications Director, with an expertise in reporting the impact of market-based strategies for social change, Bedrullah Ercin, the Provincial Director of Food, Agriculture and Livestock in Antalya Province, and a select team of Agricultural Extension Educators working at The Ministry of Food, Agriculture and Livestock (MINFAL) to conduct a needs assessment and preliminary feasibility study to determine the scope and program of the Turkish Women Farmers Project. As a result, she developed a pilot 28-hour course to train 40 women farmers from Kumluca, Turkey. The pilot courses were offered to small-scale citrus and greenhouse producers, and ran from October 24 to November 18, 2011.

Women currently account for approximately 45% of Turkey's female workforce. The Women Farmers Project recognized women farmers as critical agents for enhancing agricultural and rural development and food security in Turkey. The mission of the project is to develop the technical and managerial capacities of Turkish women farmers through education, while supporting the region's economic advancement toward sustainable agriculture and gender equality.

The underlying objectives of the pilot included an examination of 1) the socio-economic characteristics of the small-scale farmers participating in the pilot, 2) an understanding of the system of farming they practice, 3) a determination of their level of interest in and adoption of improved production technologies, business planning and management strategies, and new tools for disseminating knowledge and best practices, 4) an articulation of the constraints and opportunities for achieving sustainable agriculture and 5) the implications of these constraints and opportunities for scaling the project and for improving local extension services.



From left, Sebahat Kilinc, a farmer in the village of Elmali, Turkey, is interviewed by Rutgers professor Robin Brumfield, Ph.D., and Professor Burhan Özkan, Ph.D., of Akdeniz University, Turkey

Introduction (continued)

The success of the pilot project was measured by the women farmer's ability to use agricultural and enterprise skills to calculate and manage the risks of changing their patterns and methods of production, along with improvements in business practices and enterprise planning, in particular, their ability to take advantage of new or growing markets – an indication that women farmers are beginning to think entrepreneurially, analyzing their situation and identifying income-generating, cost-saving and environmentally sound activities. Emphasizing the empowerment, participation and training of Turkish women farmers is to recognize them as critical agents for enhancing agricultural and rural development and food security in Turkey.

Ultimately, the Turkish Women Farmers Project and its local partners hope to inspire and support new networks and equal access to productive resources, land, financing, technologies, training and markets. The women in the first pilot renamed the project *Suzanne's Project* in honor of Robin Brumfield's daughter who is half Turkish and inspired her to take the idea of *Annie's Project* to Turkey. Brumfield and her Turkish program partners created a Face Book Page for *Suzanne's Project (Suzan'in Projesi)* to post information and for participants to network with each other: <https://www.facebook.com/suzannesproject>.



WOMEN FARMERS PROJECT EDUCATION PROGRAMI				
1. & 2. Weeks (24 October-4 November 2011)				
	Citrus producers		Greenhouse producers	
24 October-Mon				
Farm Business Management Day 1				
1. Lesson	09:30-09:50	Ice Breaker	13:00-13:20	Ice Breaker
2. Lesson	09:50-10:10	History of Annie's Project and Turkish Women's Project	13:20-13:40	History of Annie's Project and Turkish Women's Project
Break	10:10-10:30	Break	13:40-14:00	Break
3. Lesson	10:30-10:50	Risk Assessment Presentation	14:00-14:20	Risk Assessment Presentation
4. Lesson	10:50-11:10	Complete Risk Assessment	14:20-14:40	Complete Risk Assessment
Break	11:10-11:20	Break	14:40-14:50	Break
5. Lesson	11:20-11:40	What is a Business Plan, What Should be in it, and Why Should You Have a Business Plan?	14:50-15:10	What is a Business Plan, What Should be in it, and Why Should You Have a Business Plan?
6. Lesson	11:40-12:00	Developing a Vision/Mission Statement for Your Farm	15:10-15:30	Developing a Vision/Mission Statement for Your Farm
Homework		Homework – Develop a Vision/Mission Statement for Your Farm	Homework	Homework – Develop a Vision/Mission Statement for Your Farm
26 October –Wed				
Technical Knowledge Day 1				
1. Lesson	09:30-10:10	Alternative Citrus Varieties	13:00-13:40	Alternative Production Systems
2. Lesson	10:30-11:10	Grafting in Citrus Production	13:50-14:30	IPM in Greenhouse
3. Lesson	11:20-12:00	Grafting in Citrus Production	14:40-15:30	Work calendar and Program in greenhouse
28 October-Friday				
Technical Knowledge Day 2				
1. Lesson	09:30-10:10	Alternative Production Systems	13:00-13:40	Soil Productivity & Plant Nutrition
2. Lesson	10:30-11:10	IPM in Citrus production	13:50-14:30	Soil Productivity & Plant Nutrition
3. Lesson	11:20-12:00	Work calendar and Program in Citrus prod.	14:40-15:30	Soil Productivity & Plant Nutrition
31 October-Mon				
Farm Business Management Day 2				
1. Lesson	09:30-9:50	Review Mission/Vision Statements	13:00-13:20	Review Mission/Vision Statements
2. Lesson	9:50-10:10	Describe Your Business: Where is your business now?	13:20-13:40	Describe Your Business: Where is your business now?
Break	10:10-10:25	Break	13:40-13:55	Break
3. Lesson	10:25-10:55	SWOT Analysis	13:55-14:25	SWOT Analysis
Break	10:55-11:10	Break	14:25-14:40	Break
4. Lesson	11:10-11:40	Estate Planning: Life, Health & Crop Insurance: Where Do You Want Your Business to Go?	14:40-15:00	Estate Planning: Life, Health & Crop Insurance: Where Do You Want Your Business to Go?
5. Lesson	11:30-12:00	Develop and Implement a Strategy	15:00-15:30	Develop and Implement a Strategy
Homework		Homework - Complete a Business Description, SWOT Analysis, Estate Plan, Insurance Plan, and Develop a Business Strategy for Your Farm		Homework - Complete a Business Description, SWOT Analysis, Estate Plan, Insurance Plan, and Develop a Business Strategy for Your Farm
2 November-Wed				
Farm Business Management Day 3				
1. Lesson	09:30-9:50	Review Business Description, SWOT Analysis, Estate Plan, Insurance Plan, and Business Strategy	13:00-13:20	Review Business Description, SWOT Analysis, Estate Plan, Insurance Plan, and Business Strategy
2. Lesson	9:50-10:10	Production Plan	13:20-13:40	Production Plan
Break	10:10-10:25	Break	13:40-13:55	Break
3. Lesson	10:25-11:25	Marketing Plan	13:55-14:55	Marketing Plan
Break	11:25-11:40	Break	14:55-15:10	Break
4. Lesson	11:40-12:00	Management Plan	15:10-15:30	Management Plan
Homework		Homework - Develop Production, Marketing, and Management Plans for Your Farm		Homework - Develop Production, Marketing, and Management Plans for Your Farm
4 November-Fri				
Technical Knowledge Day 3				
1. Lesson	09:30-10:10	Soil Productivity & Plant Nutrition	13:00-13:40	Agriculture & environment relationship and Waste-pollution Management
2. Lesson	10:30-11:10	Soil Productivity & Plant Nutrition	13:50-14:30	Sustainable Prod. & Protection of Soil and Water Resources
3. Lesson	11:20-12:00	Sustainable Prod. & Protection of Soil and Water Resources	14:40-15:30	Greenhouse Construction and Ventilation
14 November -Mon				
		Citrus producers	Greenhouse Producers	
Farm Business Management Day 4				
1. Lesson	09:30-09:50	Review Production, Marketing, and Management Plans	13:00-13:20	Review Production, Marketing, and Management Plans
2. Lesson	09:50-10:20	Financial Plan: Income Statement, Balance Sheet, Cash Flow Statement	13:20-13:50	Financial Plan: Income Statement, Balance Sheet, Cash Flow Statement
Break	10:20-10:35	Break	13:50-14:05	Break
3. Lesson	10:35-11:05	Cost Accounting	14:05-14:35	Cost Accounting
Break	11:05-11:20	Break	14:35-14:50	Break
4. Lesson	11:20-11:40	Ratio Analysis and Benchmarks	14:50-15:10	Ratio Analysis and Benchmarks
5. Lesson	11:40-12:00	Capital Requirements and Reviewing Business Plans	15:10-15:30	Capital Requirements and Reviewing Business Plans
Homework		Homework – Develop a Financial Plan for Your Farm		Homework – Develop a Financial Plan for Your Farm
16 November- Wed				
Business Management (Computer Skills) Day 5				
1. Lesson	09:30-10:10	Basic Computer Skills	13:00-13:40	Basic Computer Skills
2. Lesson	10:30-11:10	Basic Computer Skills	13:50-14:30	Basic Computer Skills
3. Lesson	11:20-12:00	Basic Computer Skills (communication & getting Knowledge)	14:40-15:30	Basic Computer Skills (communication & getting Knowledge)
18 November –Fri				
Technical Knowledge Day 4				
1. Lesson	09:30-10:10	Plant Protection, Biologic and biotechnical Methods	13:00-13:40	Plant Protection, Biologic and biotechnical Methods
2. Lesson	10:30-11:10	Plant Protection, Biologic and biotechnical Methods	13:50-14:30	Plant Protection, Biologic and biotechnical Methods
3. Lesson	11:20-12:00	Agriculture & environment relationship and Waste-pollution Management	14:40-15:30	Plant Protection, Biologic and biotechnical Methods
4. Lesson	12:00-12:45	General Assessment and Survey	15:40-16:30	General Assessment and Survey
Address: Hacivelliler Primary Scholl Conference Hall Kumluca/ANTALYA				
Total Education Program 28 Hours for both Groups				

Teachers

COURSE TEACHER	SUBJECT OF THE COURSE
<p>BATEM (West Mediterranean Agricultural Research Institute) Agric. Researchers Suat Yilmaz, Ph.D. Abdullah Unlu, Ph.D. Emine Gumrukcu, Ali Oztop, Nuri Ari, Mehmet Kececi, Ph.D.</p>	<ul style="list-style-type: none"> - Citrus Breeding and Variety Selection - Soil Fertility and Plant Nutrition in Greenhouses - Citrus Irrigation and Plant Nutrition - Growing in Greenhouses and Variety Selection
<p>BATEM (West Mediterranean Agricultural Research Institute) Agric. Researchers</p> <p>Plant Production and Plant Health Branch ; Leyla Kahveci, Berna Acikbas</p>	<ul style="list-style-type: none"> - Integrated and Controlled Product Management - Biological and Biotechnical Struggle Techniques for Plant Protection
<p>MINFAL (ANTALYA) Coordination and Agricultural Data Branch; Menderes KASAP Extension educators</p>	<ul style="list-style-type: none"> - Agriculture Environment Relation Waste and Pollution Management
<p>Antalya Exporter's Association;</p> <p>Mahyettin Danisman</p>	<ul style="list-style-type: none"> - Wrapping and Packaging for Agricultural Products Marketing
<p>MINFAL (ANTALYA) Coordination and Agricultural Data Branch; Agricultural Engineer Menderes KASAP</p>	<ul style="list-style-type: none"> - Alternative Production Techniques in Agriculture
<p>Robin Brumfield, Ph.D. Professor and Specialist in Farm Management Dept. of Agriculture, Food and Resource Economics School of Environmental and Biological Sciences Rutgers, the State University of New Jersey And Burhan Özkan, Ph.D. Advisor to Rector International Relations Coordinator, Akdeniz University Dumlupinar Boulevard TR-07058 Campus Antalya, Turkey bozkan@akdeniz.edu.tr Phone: +90(242) 310 60 12 Gsm:+905325693384 http://bologna.akdeniz.edu.tr/en</p>	<ul style="list-style-type: none"> - History of Annie's Project and Turkish Women's Project - Risk Assessment - Business Plan - Vision/Mission Statement - Executive Summary - Business Description - Risk Management Plan - Estate Plan - Management Plan - Production Plan - Marketing Plan - Financial Plan
<p>Mick Minard Director of REEF Reports (Realizing the Ecosystem Effects of Finance™) New Jersey</p>	<ul style="list-style-type: none"> - Computer Skills

Summary of Participants Characteristics

The data below was gathered from a "Pre-Class Baseline Farm and Risk Management Practices" survey and the "End of Class Evaluations" which were given to the participants of Suzanne's Project, 2011. The purpose was to glean information to better serve their needs.

Statistical Averages

Suzanne's Project

Number of Instructors: 13

Hours of Training: 28 hours

Topics Taught: Business planning and management, Risk assessment, Basic computer literacy, Alternative production systems, Waste and pollution management, Soil productivity and plant nutrition

Personal

Number of Evaluations: 40

Median Age: 38.4

Average Size of Farm: 5.3 ha

Type of Farm: Citrus and greenhouse vegetables

Family Size: 4.3 people

Number of Children: 3.9

Highest Level of Education: 25% completed primary school, 5% completed secondary school, 67.5% completed high school, 2.5% completed college

Marital Status: 12.8% single, 0% divorced, 86.6% married, 2.6% widowed

Median Years of Farming: 18.7

Farming

Women Manage Jointly with Husbands: 57.9%

Members of a Cooperative: 25.6%

Profit: 100% have profits less than \$50,000

Size of Farm: 5.3 hectares

Sources of Information (totals more than 100% because some women use more than one source of information):

- 58.3% Chemical salesperson
- 30.6% Other
- 22.2% Consultant
- 5.6% Family Members
- 8.3% Cooperatives

Insurance: Only 7.5% have health insurance, Only 5.3% have life insurance,

Only 26.5% carry crop insurance (but 65.7% have lost a crop)

Reasons for Crop Loss (totals more than 100% because some women indicated more than one reason for crop loss):

- 77.3% flood
- 22.7% storm
- 9.1% wind
- 13.6% hurricane
- 4.5% frost



Pre-Class Participants Statistics

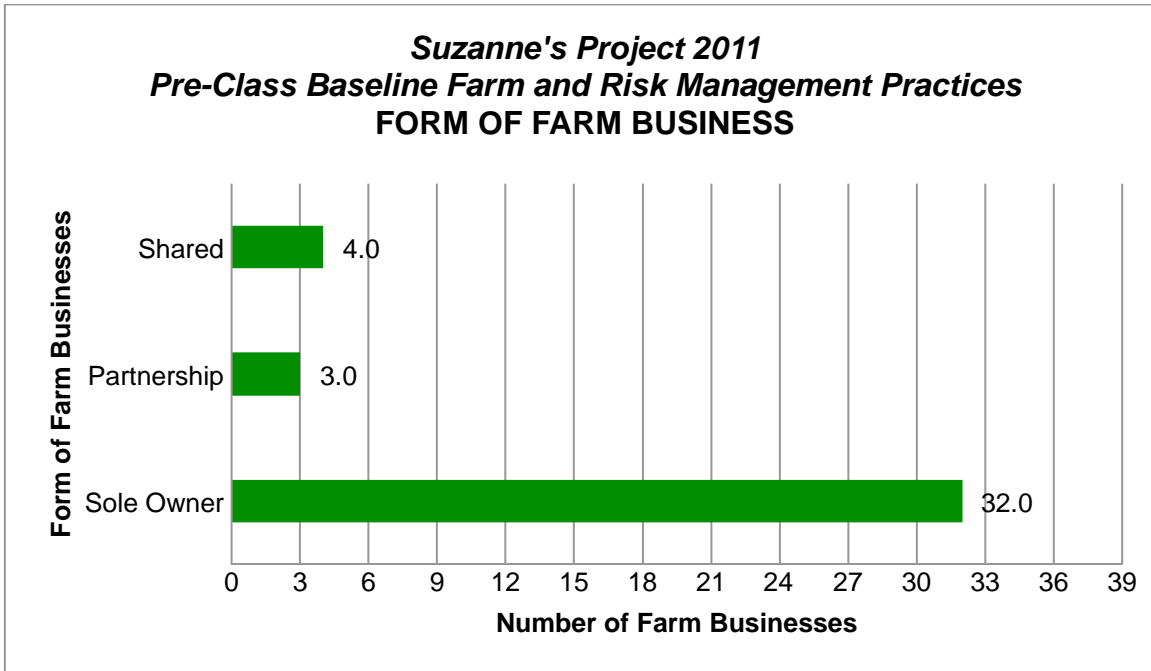


Figure 1

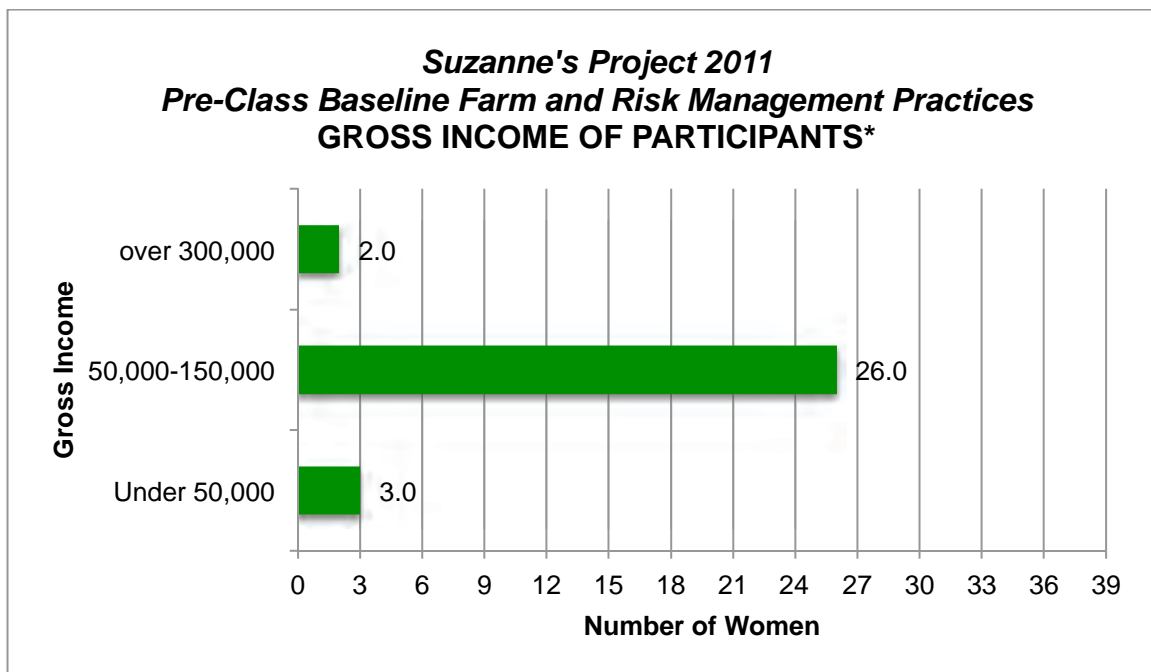


Figure 2

*100% of participants have profits of less than \$50,000 annually.

Post Class – Participant Surveys

Suzanne's Project 2011 – Evaluation Averages PRODUCTION SURVEY

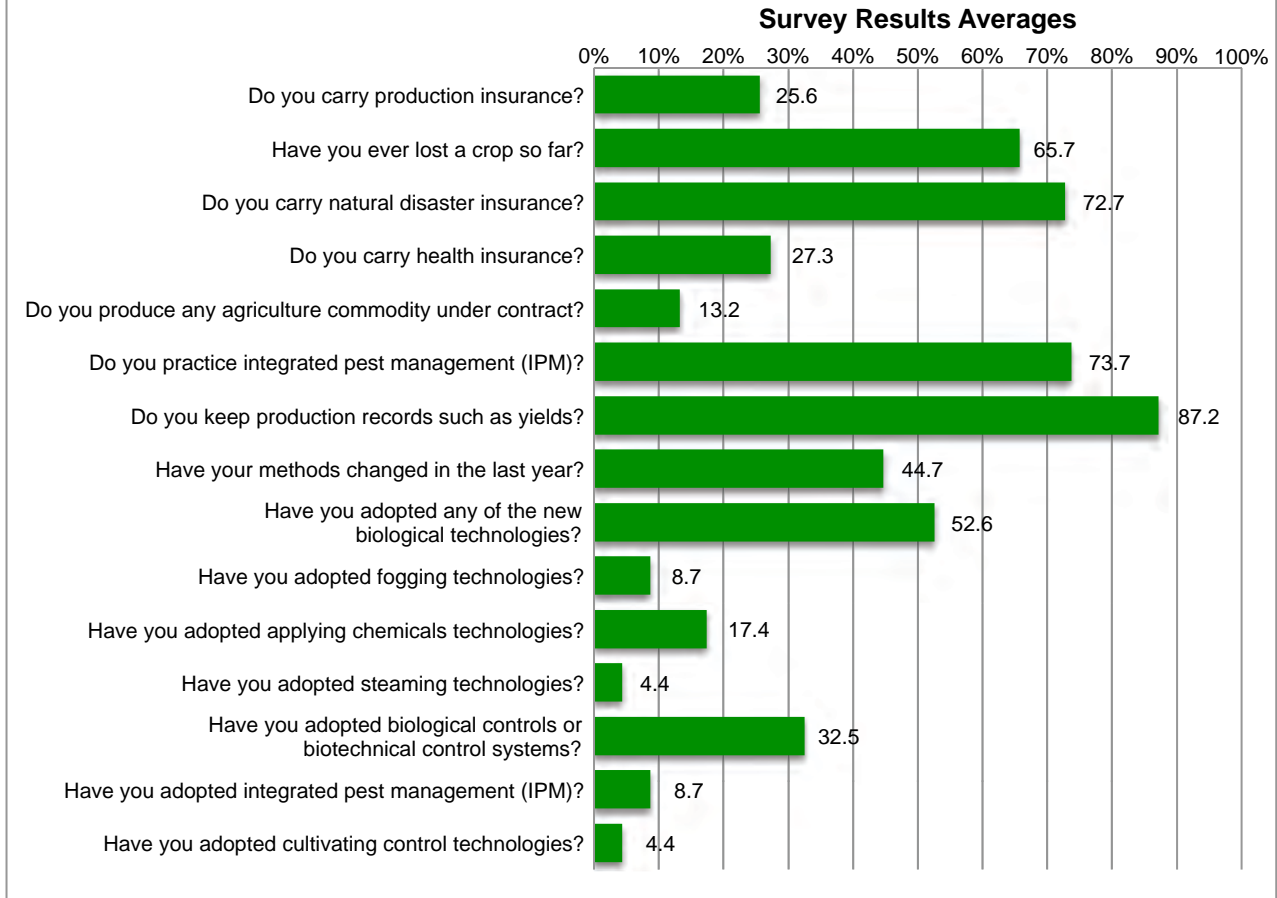


Figure 3



Post Class – Participant Surveys (continued)

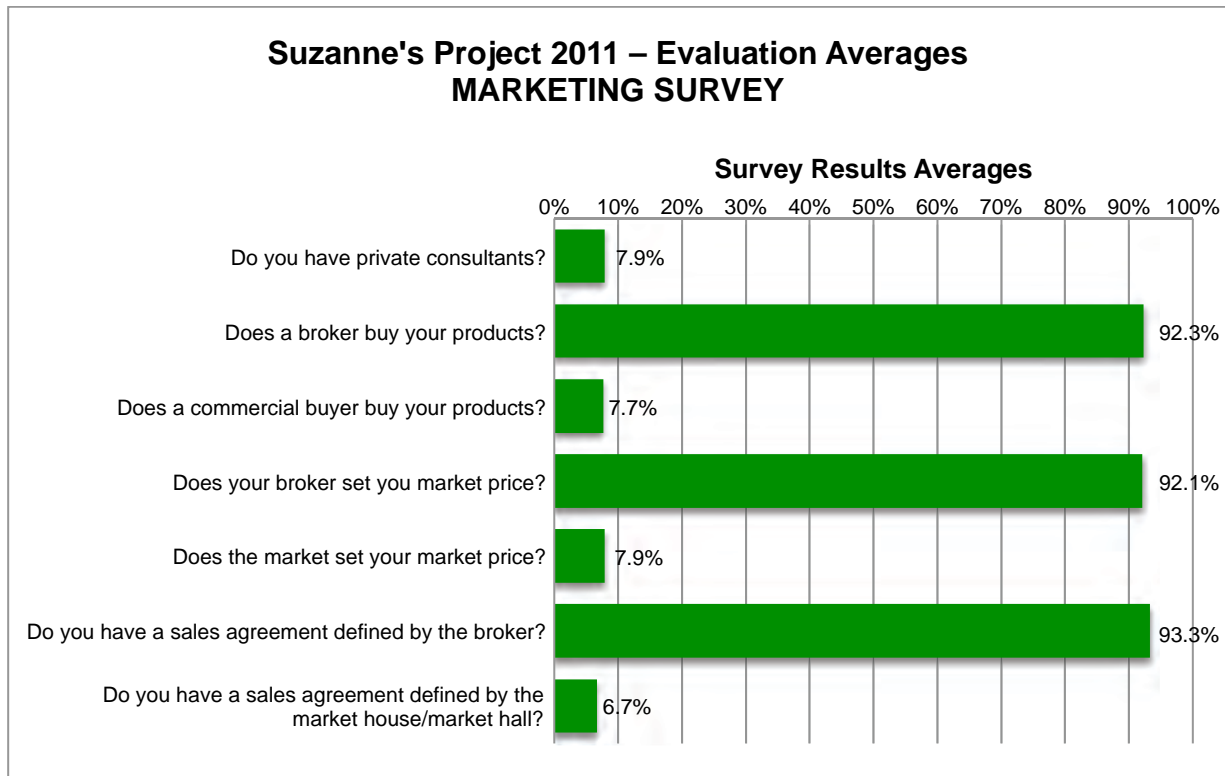


Figure 4

Post Class – Participant Surveys (continued)

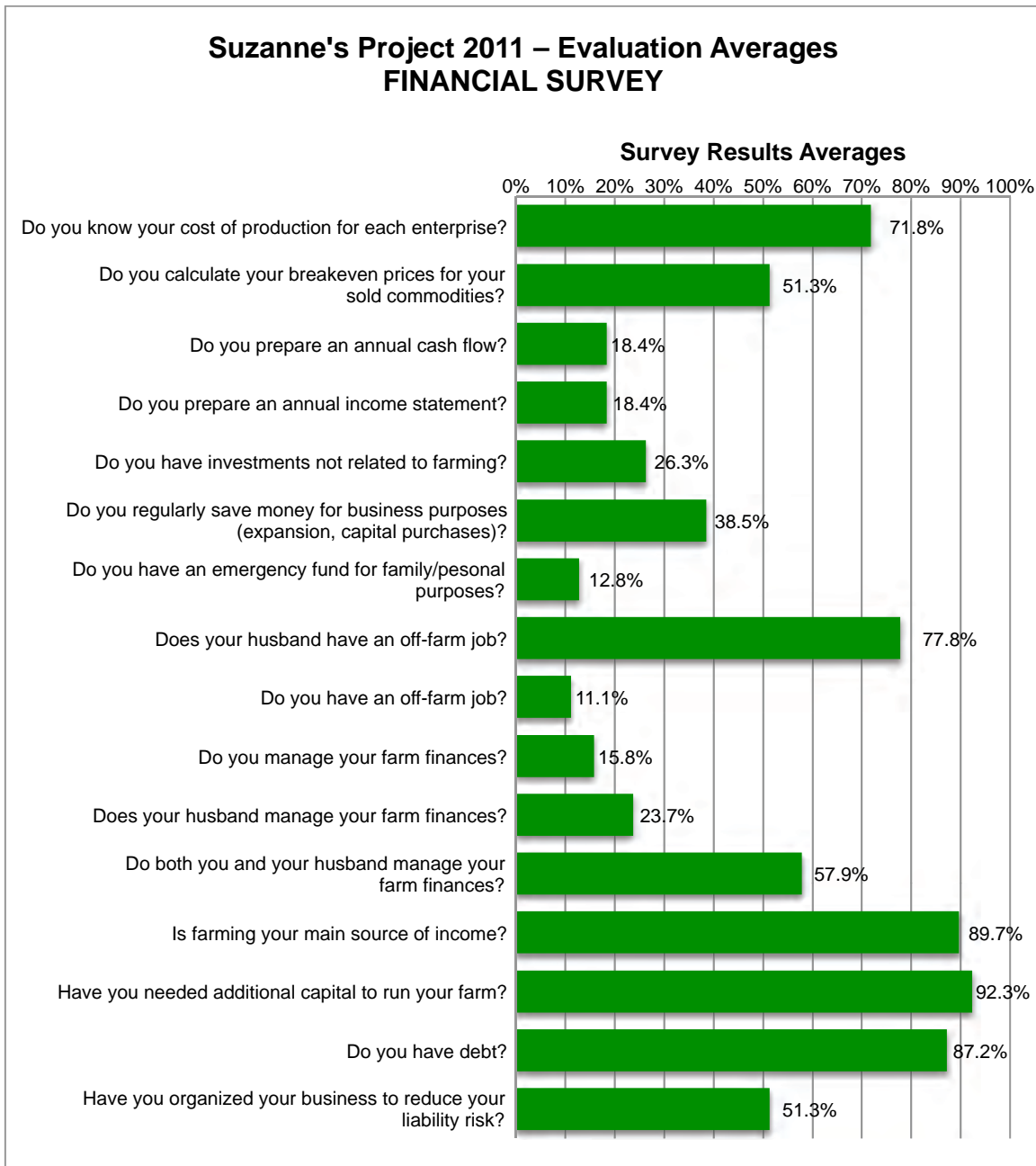


Figure 5

Post Class – Participant Surveys (continued)

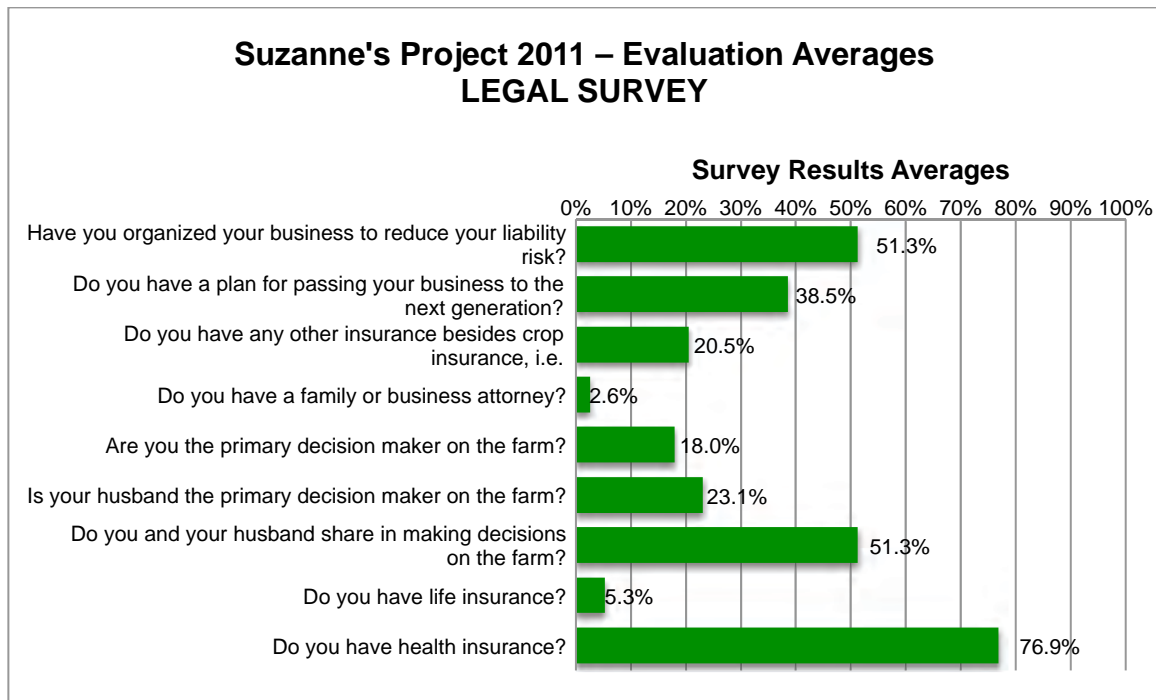


Figure 6



Post Class – Participant Surveys

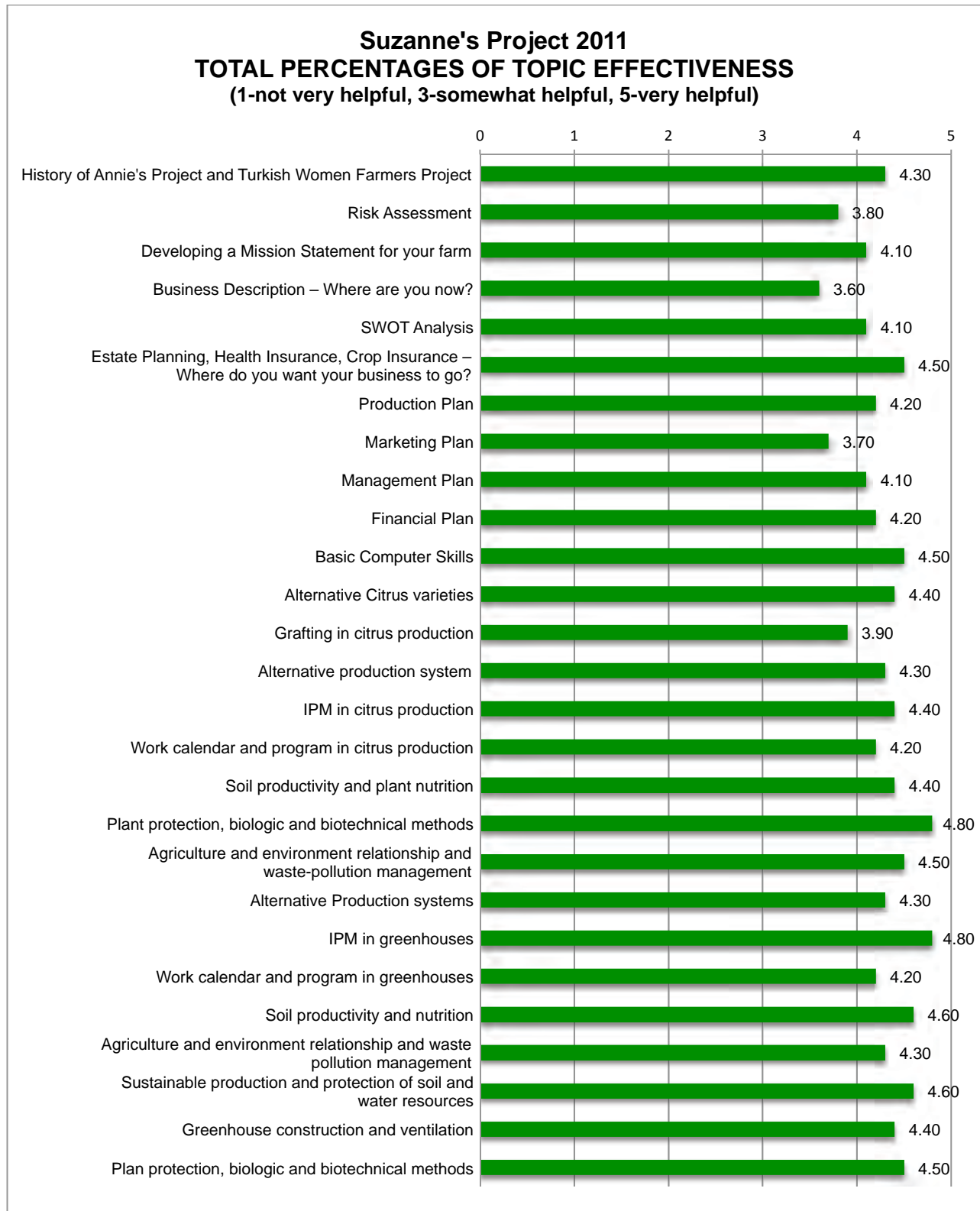


Figure 7

Participants Comments

I was surprised by:

Surprised to find American instructors, instructors were caring and could connect even without a common language.
Program was good/detailed/nice environment.
There was a program for women farmers.
There was new information that we didn't know.
We were not pruning correctly.
Large scale area for agriculture.

I never knew that:

The program would be so useful.
What you need to be careful when cultivating vegetables.
Vegetables have so many deficiencies.
To do SWOT analysis.
Importance of a mission and vision statement.
Business registration.
Using computer/e-mail.
There was a course for women farmers.
Production methods in general.
Irrigation and fertilization methods.
Soil testing.
Manure application.
Pesticide/chemical use.
Farming is a business.

I enjoyed trying to:

Using the computer/e-mail/programs.
Taking the course.
Learning new things.
Fertilization.

I believe:

We will be more conscious producers, grow better products and the training is beneficial.
Training is good for Turkey.
It is useful information for fruit production.
Training will be beneficial to women farmers.
We will talk to each other on the internet.
That this training should be continued.
Farmers will keep farmer registration.
Our future a better place, if give a chance to small farmers like us by the state.
That more women will become familiar with such courses.
That many things will change for all participants.

Participants Comments (continued)

I changed my mind about:

The reality of the business plan.
Pruning.
The professors.
Good agricultural practices.
The importance of weather report in the garden disinfection.
The products manufactured in the production of more than 12 kinds.
Biological struggle.
Doing the right medication.
Things I didn't know.
Integrated struggle.
Disinfection.
After that we will study to be precise.
The efforts of women.
Chemicals to use. I have decided to grow natural vegetables.

I wish I had known:

To have taken computer course.
I'd have this training course before.
Disinfect pruning shears would do before.
And joined in the provincial directorate of training they provide.
To take English course, previous to this course.
To keep my income and expenditure.
That I would be working to cultivate a more organic and residue-free products.
About such a course before - I'll tell my relatives.
My mission, vision, and SWOT analysis. My earnings in the enterprise would have been different.
I could participate in different seminars and gain knowledge.
I would also pre-production plan.

I appreciated:

Ersin, Robin and Prof. Burhan Özkan.
To present us with a program like this to come from the United States.
To make cultural bridge between Burhan Özkan and our American professor throughout the course.
The exchange of information between the two countries and the implementation of this.
The time spent on us for education.
The organizers of this course.
Prof. Burhan Özkan, Robin and Mick teachers and the directorship of provincial food agriculture and livestock.
The government and you that beautiful and healthy world will be created.
To give the value of women farmers.
That continues education in a planned manner.

Participants Comments (continued)

I now understand:

Pruning.
The importance of business records.
The importance of garden aquaculture.
The benefit of this course.
The cause of disease transmission in vegetables.
That the course is useful.
That the very fine work in agriculture and business.
The importance and value of raising the importance of plant.
About deficiencies in the greenhouse.
That the rank of women in agriculture and men and women can do any job.
Why my vegetables don't earn money for me.
Inputs and expenditures.
That the value of our business and ourselves.
All the best to work harder.
The value of the conscious production.
The value of the products we produce greenhouse cultivation.
The value of agriculture.
That myself, my product and my business are so valuable.
That I have done some mistakes during production.

I plan to:

Prune every two years.
I planned what to do next year.
Participate in educational efforts made by the provincial directorate of agriculture.
What we've learned better.
Apply for the new season what I learned.
My work about the future already.
On creating the pattern of production.
My future about these issues.
Everything in my life.
My work about the future already.
Participate in the work of the provincial directorate of agriculture.
Integrated agriculture.
Work consciously.
Increase income and reduce expenditure.
Grow the best vegetables and get quality products.
Set up my own business.
My own business.
Apply the knowledge learned.
Take a better direction our businesses.
Make more informed production decisions.
Make prudent and conscious production.
Make a more conscious production.
Business income, expenditure and sustainability.

Participants Comments (continued)

When the opportunity arises, I'll:

Put in storage for agricultural pesticide and fertilizers.
Improve my knowledge of computers.
Make a modern one our greenhouses.
Join foreign tour to see the work of manufacturers.
Make things even more modern.
I would like even more in developing the field aquaculture.
Receive my business completely.
Go to USA.
Take management.
I would like to re-enter this training.
Do to put in place for pharmaceutical and fertilizer.
Grow the business.
View the work of domestic producers.
Build a very large greenhouse.
Plan everything.
I would like the commission's disappearance in vegetables.
Go to this course again.
Join this course and improve myself.

What do you feel was the most useful part of the program?

I think most useful part is to release of insects to garden.
I think the most useful part is computer.
I think most useful parts are plant protection, biological and biotechnical methods.
I think most useful parts are integrated combat plant protection, biological and biotechnical methods.
I think most useful parts are fertilizer and pesticide.
All of them are useful part of the program.
Waste pollution management is the most useful part of the program.
The most useful part is that two professors told us course most beautiful way.
I learned a little about the issues with citriculture.
The most useful part is sharing information.
Before analyze soil and then you know what fertilizer to use.
Agricultural business and residues are most useful part of program.
Integrated struggle in greenhouse, soil fertility and nutrition are most useful part of the program.
Fertilizing and disinfection are most useful part of the program.
All issues are useful but time is limited.
We all benefited.
Conscious production and controlled agriculture were the most useful parts of the program.
I have learned the strengths and weaknesses of irrigation, fertilization and ventilation in greenhouse cultivation.
SWOT analysis is very useful part of the program.



Participants Comments (continued)

What topics (not covered) do you feel should be included in this program?

Garden program is included in this program.

English is included in this program.

Everything is good.

Issues which described will be more wide-ranging and abbreviations which are used in lessons will explanation as Turkish language.

New techniques in production should be included in this program.

Implementation should be included in this program.

This program should be given us more information about sales and illuminated and teach to protect our rights.

Citriculture is enough.

I would like more detail on cultivating vegetables.

Men should be included in this program.

There should be more than one computer course and women could sell their products easily.

There is nothing missing.

What would you change about the program?

I would like to have more computer classes.

I do not want to change anything.

I would like to change the presentation technique being Turkish.

I'd like to change my training this time; I would like to be made to night.

I will make annual plan.

School hours are enhanced.

I would like to change the course time.

Nothing.

I would like to make the program longer.

I found the program enough.

We would like to continue the program longer.

Participants Comments (continued)

What changes have you made as a result of attending the Turkish Women Farmers Project class program?

I did the annual plan.

I'm going to do a better garden cultivation.

I have changed about the disinfection.

We started to pay attention to pruning and examined the status of the mixture of drugs.

I made changes to fertilizer and drugs.

We use the computer at home by turns.

We will buy computer.

I increased my knowledge.

We are trying to make our work more consciously.

We gained good and useful knowledge.

I have learned computer. I won my self-confidence.

I started to give more emphasis on pharmaceutical waste.

We are with my husband, take care more about the spraying.

I understand how to manage my business more profitable by making a SWOT analysis.

I wear a mask when spraying with my husband.

The fertilizer I use.

I received the missing tools and equipment that could help the greenhouse production.

For example: moisture meter and pH meter.

I became conscious due to this program.

Now I'm trying a more planned and scheduled and my job is not only a means of livelihood,

I realized that it is important.

I bought degree and moisture meter.

I poured lime to maintain the greenhouse diseases.

I made changes in greenhouse construction.

I have to plan a new year of manufacture.

I would like to start out as having greater knowledge.

I would like to plan my work and my daily life.

As more information is to start out.

I plan to produce alternative products.

After I learned to be drugs for harmful, I passed the biological struggle.

I'm doing production planning, healthy and quality production will do.

I plan to raise more quality vegetables in my greenhouse.

I plan to pass alternative production in production.

Participants Comments (continued)

What changes do you plan to make as a result of attending the Turkish Women Farmers Project? (continued)

I would like to apply what I learned.

I will use drugs (fertilizers) less.

We plan to grow more high-quality vegetables.

I plan to tell the usefulness of the project to my neighbors and relatives.

I plan to pass integrated agriculture.

I want to cultivate not harm human health, natural and fresh products and expect to contribute to the family budget.

I plan to apply good agriculture.

I got a moisture meter for my greenhouses.

I plan to optimal production conditions.

I plan to use less agricultural pesticide.

Now I see myself as a business, not just as a small manufacturer.

I give the input and output of the importance of accounts and keeping things tight.

I'm planning to keep more stringent greenhouses to see my work.

I plan on increasing our ability.

I plan to increase production and quality.

Other Comments:

Thank you very much to send Robin to Turkey by daughter Suzan. I love you.

Thank you for reminding me to read and write again.

Thank you for who contributed to this program the provincial agriculture department, county director, university, Miss Robin.

Thank you for Robin, Mick, Prof. Burhan Özkan, director of the provincial Bedrullah Elcin, manager of branch Ali Ulvi Buyuksoy, county director Erdem Erman.

We would like to thank those who were in this course.

If this program is offered again, I wish all the ladies to attend.

I would like to thank those who in this course.

I would like to thank those who in this course. Everything is beautiful.

We want to see business in the US, because there is women farmers' project.

This project's time is very limited. I think there could have been a lot more time for the subject.

I would like to thank those who offered this course.

I found the course very useful.

I feel lucky because I was in such a project.

I am very happy to participate in the course.

It is important for our country; this project may seem small but it is very large.

I believe that this program will be very useful for Turkish women farmers.

Suzanne's Project – Take-Aways

Comments / Goals on the End of Class:

- *I want to cultivate to not harm human health, to produce natural and fresh products and expect to contribute to the family budget.*
- *I plan to apply good agriculture.*
- *I'm going to do a better garden cultivation.*
- *I plan to use less agricultural pesticide.*
- *We started to pay attention to pruning and examined the status of the mixture of pesticides.*
- *I made changes to fertilizer and pesticides.*
- *I started to give more emphasis to chemical waste. My husband and I take more care about spraying.*
- *I wear a mask when spraying.*
- *I changed the fertilizer I use.*
- *I received the missing tools and equipment that could help the greenhouse production. For example: moisture meter and pH meter.*
- *I bought a moisture meter.*
- *I poured lime to maintain the greenhouse diseases.*
- *I made changes in greenhouse construction.*
- *I plan to use optimal production conditions.*

Suzanne's Project Photos



SEBAHAT KILINC grows greenhouse tomatoes, apples and table grapes in the Village of Elmali.



GULSUM GERIKALAN at her farm in Altinova, where she grows standard carnations and enjoys raising her children.



SEHNAZ OLCEK farms in Kumluca, growing bell peppers in her greenhouse.

Publicity

A REPORT FROM THE

EXECUTIVE DEAN OF AGRICULTURE AND NATURAL RESOURCES

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Spotlight

Robin Brumfield Leads Project for Turkish Women Farmers

A pilot program conducted by a Rutgers-led partnership to train approximately 45 Turkish women farmers who are small-scale citrus and tomato greenhouse producers is being



Sebahat Kilinc, left, a Turkish farmer, is interviewed by **Robin Brumfield** and Burhan Ozkan of Akdeniz University, Turkey. Photo: Mick Minard @REEF Reports

conducted in Kumluca, Turkey, from October 24 to November 18. **Robin Brumfield** (extension specialist in farm management, Agricultural, Food, and Resource Economics) and Mick Minard, photographer and communications strategy consultant with an expertise in reporting the impact of market-based strategies for social change formed this important partnership with Akdeniz University in Antalya, Turkey. Inspired by the impact of *Annie's Project*, a nationally recognized risk management educational program for female farmers operating in the United States, Brumfield and partners will adapt the *Annie's Project* model to train Turkish women farmers on the basic skills and best practices necessary for them to sustain and scale profitable

agricultural businesses. "Women currently account for approximately 45% of Turkey's agricultural workforce," said Brumfield. "We're implementing the Women Farmers Project in recognition of women farmers as critical agents for enhancing agricultural and rural development and food security in Turkey," she added. The project aims to develop the technical and managerial capacities of Turkish women farmers through education, while supporting the region's economic advancement toward sustainable agriculture and gender equality. [Read more.](#)



The local strategic partners for the pilot project include (first row, second from left) **Robin Brumfield**; Burhan Ozkan, professor in the Department of Agricultural Economics, Advisor to Rector and Coordinator for Bologna Process Coordination Office at Akdeniz University; Bedrullah Ercin, Provincial Director of Food, Agriculture and Livestock in Antalya Province; Mick Minard, and a select team of Agricultural Extension Educators working at the Ministry of Food, Agriculture, and Livestock in Antalya Province, Turkey.

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Faculty cultivates Turkish women's agricultural skills

Story Comments (1)

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Posted: Sunday, November 6, 2011 10:45 pm

By Syjil Ashraf / Contributing Writer | 1 comment

The Women Farmers Project, a program launched in part by a University professor, centers on training Turkish women how to grow as farmers.

Robin Brumfield, a farm management specialist at the School of Environmental and Biological Sciences, and Mick Minard, strategic communications consultant, created the program, which is modeled after Annie's Project — an educational initiative for women farmers in New Jersey.

Minard, who is also a photographer, said all humans face two major global challenges: climate change and population growth, both of which are being countered by sustainable farming practices.

"Women farmers ... are critical agents for enhancing agricultural and rural development, poverty reduction and a healthier planet," she said. "The Women Farmers Project... recognizes that women farmers are at the heart of innovative opportunities in agriculture, capable of social value and a more sustainable future.

Brumfield said she was motivated to extend the project after it proved successful in New Jersey. She contacted her friend, Burhan Ozkan, a Department of Agricultural Economics professor at Akdeniz University, who asked her to research gender analysis in the Turkish greenhouse industry.

"I chose Turkey because my daughter Suzanne is half Turkish, and I wanted to empower farmwomen in her second country," she said in an email from Antalya, Turkey. "I [also] had an invitation from Akdeniz University in Antalya to conduct my sabbatical work in Turkey."

Brumfield, Ozkan and Minard interviewed farmwomen in the Antalya Province of Turkey in September to create a pilot, Brumfield said. They developed two programs — one that focuses on greenhouse tomato production, and the other which focuses on citrus production.

Bedrullah Ercin, provincial director of food, agriculture and livestock in Antalya Province, and a select team of Agricultural Extension Educators at The Ministry of Food, Agriculture and Livestock (MINFAL) helped the team find women and propose a location and plan for the program, Brumfield said.

The purpose of the project is to have the women develop business plans for their farming, which Brumfield said would help them succeed and prosper in a region where women are not usually taught such skills.

"Dr. Ozkan and I are teaching the business management portion of the program," she said. "The Extension Educators are delivering the technical program or bringing in technical experts from Akdeniz University."

Additionally, Minard will teach computer literacy, with a focus on new media, marketing and information technologies for the management, promotion and profitability of small- to medium-sized agricultural enterprises, Brumfield said.

The three selected 45 women for the pilot program based on a fixed criterion by MINFAL, which included being between the ages of 25 and 45, married with one or two children and owning at least 0.4 hundred acres of greenhouse area, she said.

All women were first-time participants and had to demonstrate a passion for learning this field of study, Brumfield said.

"From our initial interviews ... they seemed to see agriculture as ... a way to make money to educate their children, but not something they want their children to do," she said.

But Brumfield hopes to see a change in their attitude toward farming by providing them with the necessary tools and resources to make their farms more profitable as a business the women could be proud of.

Minard said she wants to use her specialization in media and photography to publicize the program and shed light on female agricultural enterprises and activities.

Brumfield said the Women Farmers Project is turning out to be as successful as its predecessor, Annie's Project, since women are much more responsive to this type of program than any other demographic.

She said there is something significant and distinct about female farmers uniting for a cause that inspires them to make Annie's Project and the Turkish Women Farmers Project as successful as it is.

The women of Antalya are involved in their program and have found a great deal of inspiration, said Brumfield, who hopes she herself contributed to this flourishing mentality.

"The women are all doing their homework, completing their business plans, coming to all of the workshops and sharing with each other," she said. "Many of them bring cameras from home to take pictures with me and have told me I am their hero."

Suzanne's Project – 2011 Report

Observations About Suzanne's Project 2011

The purpose of this training was to provide agricultural production places, and qualification of Agricultural Business. Students were provided the opportunity to ask us information in relation to the basic dynamics of the economy and to be familiar with profit and loss, cost, finance management, using credit, insurance, business and resource management, marketing and market.

The technical dimension of agricultural production is handled and taught as a continuous issue. Technical issues such as the cultivation, fertilization, pest control are continuously taught by Provincial Directorate of Agriculture and private agricultural companies. However, managing the places of production as an agricultural enterprise and business management according to the dynamics of the economics are not studied and taught fields until now. And, in our opinion, business management is at least as important as technical information. Therefore, these issues are selected and taught.

Burhan Özkan, Ph.D.

Our major goal was to empower Turkish women farmers to think of their farms as businesses and build a brighter future for themselves and their families. The woman farmers have all completed part of their business plans and have mission statements for their farm businesses. The program has support of 100% of the women and their husbands as well as local governmental officials and the extension service. Because of the success of this pilot project, we were asked to take *Suzanne's Project* to the village of Elmalı in Antalya Province in February 2012 and Çilimli in Duzce Province in September 2012. We are working to secure funding to develop curriculum to use the train-the-trainer model to scale and sustain *Suzanne's Project* by training extension professionals to train women farmers in their own villages.

Robin G. Brumfield, Ph.D.

Resources

Suzanne's Project website

http://aesop.rutgers.edu/~farmmgmt/turkey_farm_women3.html

Suzanne's Project Facebook

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

Suzanne's Project – Social Impact Evaluations (A Visual Narrative) by Mick Minard

http://aesop.rutgers.edu/%7Efarmmgmt/Turkish_Annies_Project/sp_impacteval_pilot_2012f.pdf

The Women Farmers Project, Antalya, Turkey

In Partnership with Akdeniz University by Mick Minard

http://aesop.rutgers.edu/%7Efarmmgmt/sp_empowering_turkish_wf/WFP_VisNarr_Pilot_FINAL10_2011.pdf

Living With Regard Blog, Women Farmers Project, Antalya, Turkey

<http://livingwithregard.wordpress.com/2011/10/18/women-farmers-project-antalya-turkey/>

Rutgers Today, Rutgers Professor and Photojournalist Partner with Turkish University to Launch Women Farmers Project

<http://news.rutgers.edu/medrel/news-releases/2011/10/rutgers-professor-an-20111017>

Haftalik Bagimsiz Gazete, Kadın Çiftçilere Eğitim Projesi

http://serikhedef.com/?page=item_detay&item_id=21&itema_id=192&item_name

Gündem Antalya, Kadın çiftçilere yönelik eğitim projesi

<http://www.gundemantalya.com/haber/Kadin-ciftcilere-yonelik-egitim-projesi-/385322>

Habertalya, Tarımsal İşletmecilik Eğitim Projesi'nin İkinci Bölüm Uygulaması Elmalı ' da Yapılacak

<http://www.habertalya.com/antalya/haber/2012/02/08/tarimsal-isletmecilik-egitim-projesinin-ikinci-bolum-uygulamasi-elmalida-yapilacak/>

HABER3, Kadın Çiftçilere Tarımsal İşletmecilik Eğitim Projesi

<http://www.haber3.com/kadin-ciftcilere-tarimsal-isletmecilik-egitim-projesi-1184324h.htm>

Cifti.Gen.Tr, Kadın Çiftçilere Tarımsal İşletmecilik Eğitim Projesi

<http://www.ciftci.gen.tr/kadin-ciftcilere-tarimsal-isletmecilik-egitim-projesi.html>

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