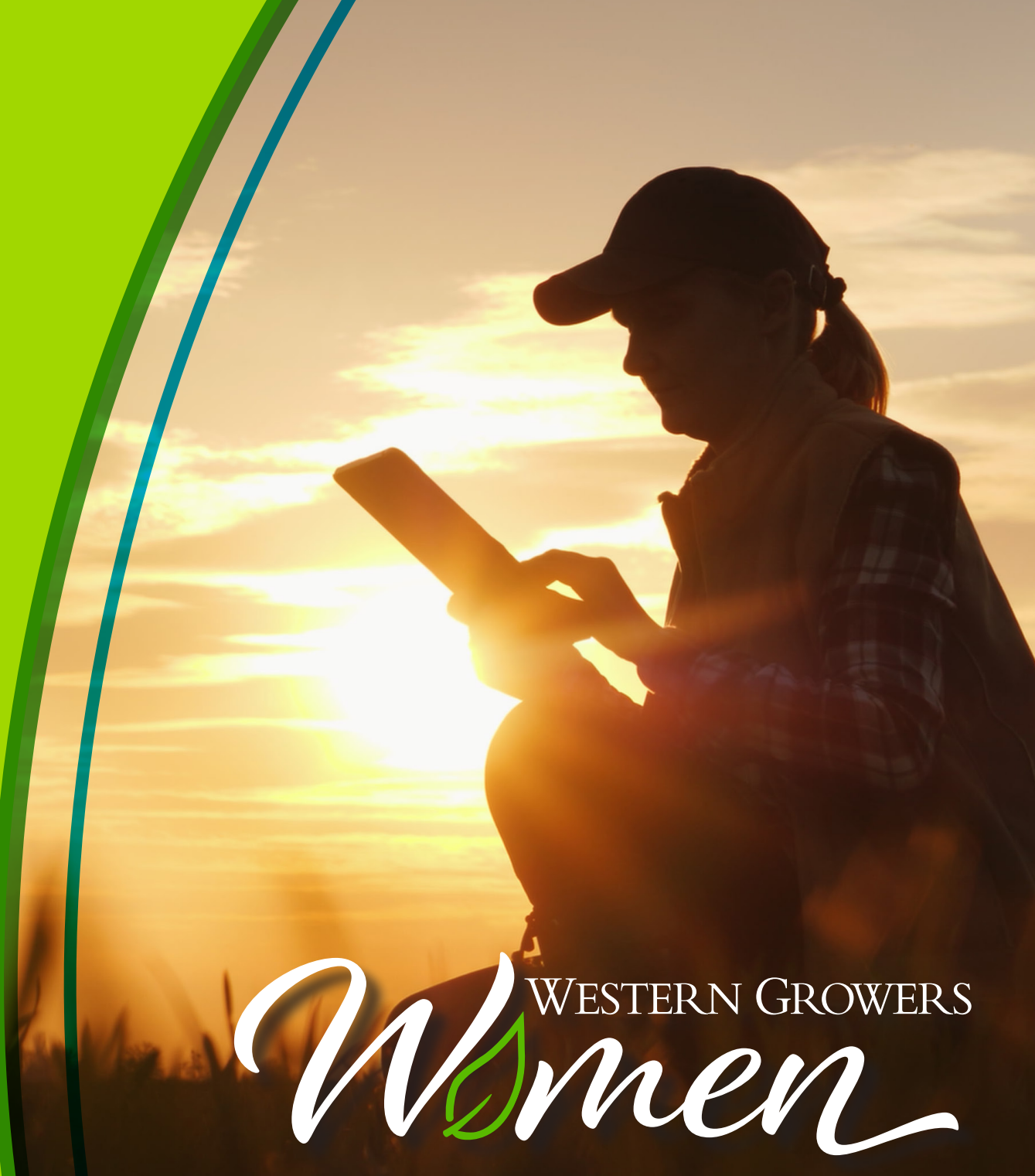


GROW OPPORTUNITY



WESTERN GROWERS
Women



Mission Statement

To identify and prepare women in production agriculture for positions of leadership within Western Growers and the fresh produce industry.

Western Growers (WG) envisions a fresh produce industry that embraces the value of women in production agriculture and provides pathways for women to achieve the highest levels of leadership. The WG Women program seeks to identify and prepare women for positions of leadership within WG member companies and the broader fresh produce industry.

Women who participate in the program will have access to a series of on-going, regionally-based activities aimed at supporting professional growth and paving the way for influential leadership opportunities, including:

- Mentorship
- Networking
- Leadership Training
- Advocacy
- Community Outreach



Preparing women for leadership in the

Vision Statement

A fresh produce industry that reflects the value of women in production agriculture and promotes women to the highest levels of company and industry leadership.

Program Description

WG Women will have the opportunity to participate in the following in-person and web-based professional development and leadership training activities:

Overview of Program Activities

Mentorship WG Women will have the opportunity to develop meaningful, mentor-protégé relationships with experienced, accomplished women in production agriculture.

Networking WG Women will have the opportunity to engage with local agricultural and community leaders through periodic networking events.

Leadership Training WG Women will have the opportunity to enroll in a transformational

leadership course based on curriculum developed by the Arbinger Institute, which aims to help people and organizations shift from a self-focused, inward mindset to an impact-focused, outward mindset.

Political Advocacy WG Women will have the opportunity to influence state and federal elected and administration officials through local political events and state and federal lobbying trips.

Consumer Advocacy WG Women have the opportunity to receive both traditional and social media training, and will have the opportunity to engage with consumers and influencers through both earned and digital media.

Community Outreach WG Women will have the opportunity to develop and execute chapter-directed projects aimed at addressing specific community or industry needs.



fresh produce industry

How to Get Involved

Women are playing an increasingly significant role in the fresh produce industry. We want you to be part of the next wave of influencers in agriculture. Commit yourself to taking another step forward in your professional development and industry leadership journey by joining the WG Women program. Did we mention there is cool swag?!

To learn more about the WG Women program and discover how you can more fully realize your leadership potential, please contact Karen Timmins at ktimmins@wga.com or visit www.wga.com/wgwomen.



WESTERN GROWERS Women



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