“Someday this will all be yours, son”

Changing Demographics and Opportunities for COA Students

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Projected Change in High School Graduates
2003-2012

Source: Western Interstate Commission for Higher Education
Rural Population
Iowa

Millions


Country Place Farm
Population Change

1990
- 
2000

Increase 13.2% or more

Increase 13.1% or less

Increase 13.2% or more

Increase 13.1% or less
Farm-Dependent Counties

1950

Source: U.S. Department of Agriculture

Center for the Study of Rural America, FRBKC
Farm-Dependent Counties
1989

Source: U.S. Department of Agriculture
Population in Iowa

![Population in Iowa](chart.png)
Population Distribution, Iowa 1940

Thousands

Male  Female

0 to 4

40 to 44 50 to 54

70 to 74 80 to 84

175 150 125 100 75 50 25 0
Population Distribution, Iowa 1980

The graph shows the population distribution by age and gender for Iowa in 1980. The x-axis represents thousands of people, ranging from 0 to 175, and the y-axis represents age groups ranging from 0 to 84 years old. The bars are divided into two colors: blue for males and yellow for females. The graph indicates the number of males and females in each age group.
Projected Population* Distribution, Iowa 2020

* Population projections by Woods & Poole Economics, Inc. 2004
Projected Population in Iowa

Projections by Woods & Poole Economics, Inc., 2004
The Great American Farm,
A bit of land surrounded by a mortgage
Desires about Succession (1996 Farm Poll, n=1982)

- 75%... would like farm to remain in family when they retire
- 68%... if they had it to do over, they would still choose farming
- 63%... would continue if suddenly became rich
- 55%... would like children to take over farm when they retire (21% were undecided and 24% replied “no”)
- 30%... would recommend farming to a friend (24% were not sure, 46% said “no”)
What will happen to your farm when you retire?

- One of my children will take it over and eventually inherit.............................. 25%
- I will cash rent to a tenant.............................. 20%
- Don’t know.................................................. 15%
- Crop share to someone.............................. 11%
- Not applicable—don’t own land...................... 11%
- Sell to one of my children.............................. 10%
- Sell to a nonfamily buyer.............................. 8%
2004 Iowa Farm and Rural Life Poll (n=1,514)

- 57% would not encourage young people to enter farming

**WHY?**

- 87% young people cannot afford to buy the equipment, land, crop inputs, etc.
- 73% farm profits too low
- 73% there is too much risk
- 65% land is not available
- 20% requires too much manual labor
- 15% young people not interested in living in country
Needs of Beginning Farmers

- 95%... agreed that beginning farmer’s spouse needs to have an off-farm job
- 92%... agreed beginning farmer needs to have an off-farm job
- 86%... agreed assistance from family or other farmers will be necessary
- 68%... beginning farmers will be limited to sons and daughters of current farmers
- 58%... beginning farmer should live on farm
- 36%... beginning farmers should buy land
Business Succession

• Raises questions about what can or should be done to create opportunities for the next generation
• Highly mobile, energetic, well-educated young people will migrate to areas where there are better opportunities
• Hence, it is critical that we think in terms of creating opportunities for future Iowans

Fig. 16
Consumer Driven Agriculture

- Demand for farm products will increase as population increases
- Demographic shifts—shifts in food tastes and preferences
- Increasing per capita income will reward quality
Consumer Driven Agriculture

- Aging baby boomers, those born between 1946-64 will approach 54 million by 2020
- Market growth and potential for older population, less active, higher standard of living
- More expensive cuts of meat, exotic vegetables, luxury food items, ready to eat, higher priced restaurants, etc.
Consumer Driven Agriculture

- Per capita income growth is projected to be about 1% annually between 2000-2020, compared with 1.2% that occurred between 1988-98
- Key question is how much of this higher disposable income will be spent on food and what types of food will be demanded
Consumer Driven Agriculture

Projections are:

- More fruit, vegetables, fish, poultry, cheese, yogurt and prepared foods
- More eating out
- More attention to diets, health and wellness
# Consumer Driven Agriculture

## Population projections

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
<th>2020</th>
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<tbody>
<tr>
<td>Hispanics</td>
<td>12.6%</td>
<td>18%</td>
</tr>
<tr>
<td>Asians</td>
<td>3.9%</td>
<td>5.0%</td>
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<tr>
<td>Whites</td>
<td>71.0%</td>
<td>64.0%</td>
</tr>
<tr>
<td>Blacks</td>
<td>12.0%</td>
<td>13.0%</td>
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- U.S. population stands at 281 million and by 2020 will grow to about 331-361 million (50-80 million).
In addition to the new demands from consumer..

Agriculture will be expected to be a source of:

- FOOD
- FEED
- FUEL
- FIBER
- INDUSTRIAL COMPOUNDS
Farming in the 21st Century

- Quality, quality, quality
- Traceability
- Country of origin labels (COOL)
- Connections between producers and consumers
- Environmental friendly
Curriculum Changes

• Understanding of changing marketplace both in the US and globally
  – Communication skills
  – Cultural literacy

• Consumer driven agriculture will present new opportunities….Tradition may become less important
Curriculum Changes

• Much of the technical solutions will rely upon teamwork (interdisciplinary approach)
• Acceptance of technical solutions requires imaginative thinking (critical thinking skills)
• Problem focus vs. puzzle solving (The Structure of Scientific Revolutions, Kuhn)
• Inspiration vs perspiration—Do we inspire and do we require enough from our students?
Thank you!