



*“Someday this will all be yours, son”*

# Changing Demographics and Opportunities for COA Students

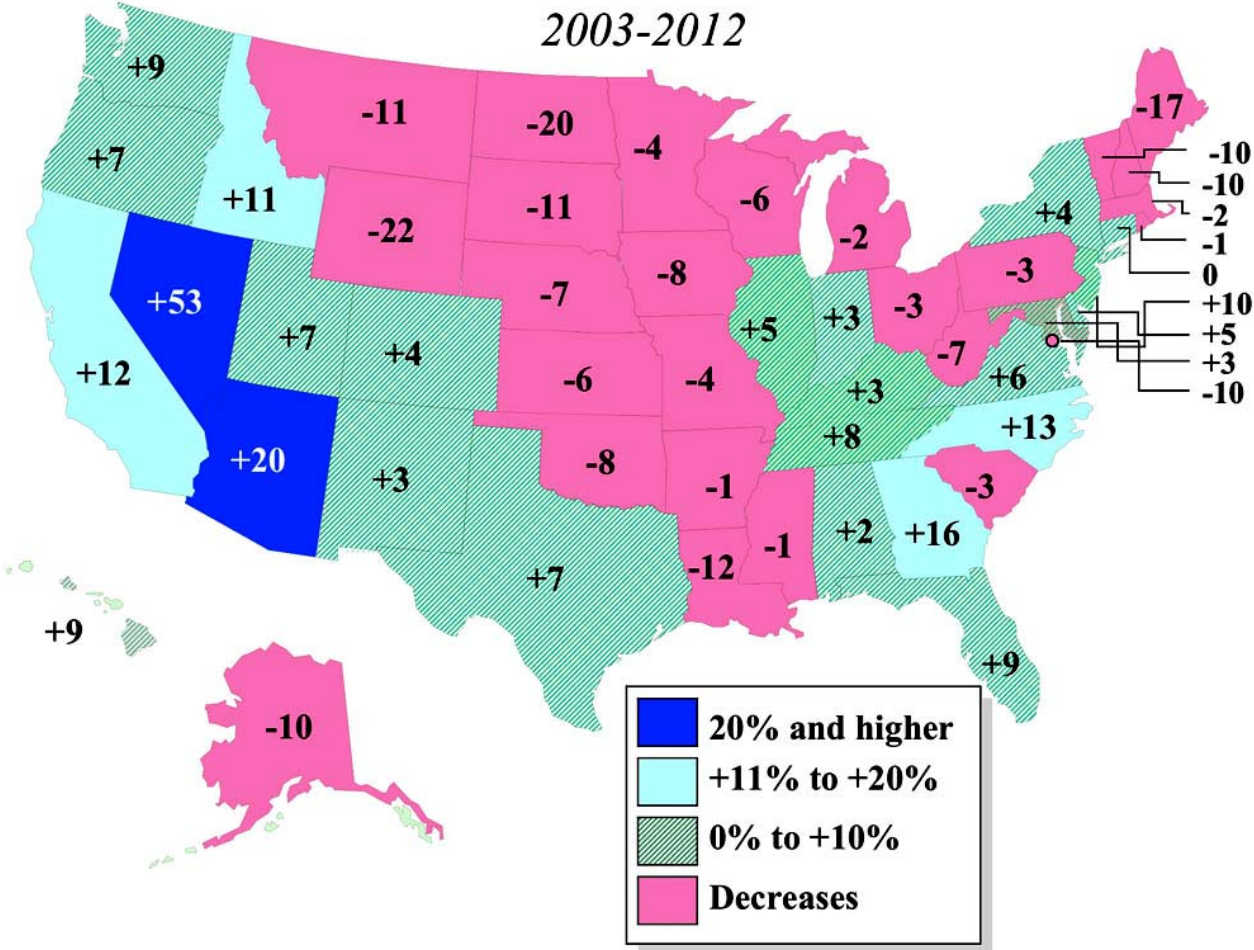
Paul Lasley

Department of Sociology

February 15, 2006

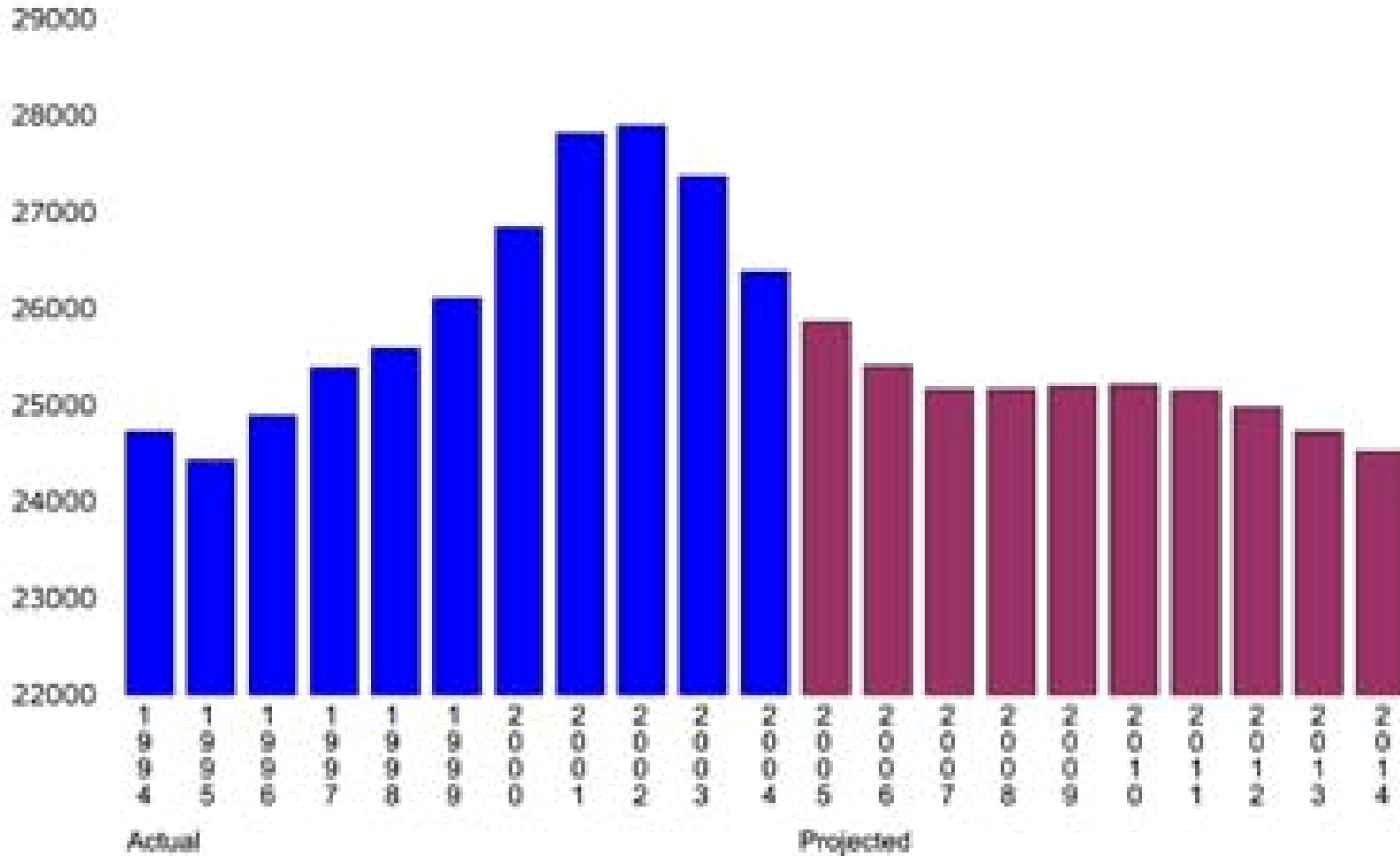
# Projected Change in High School Graduates

2003-2012

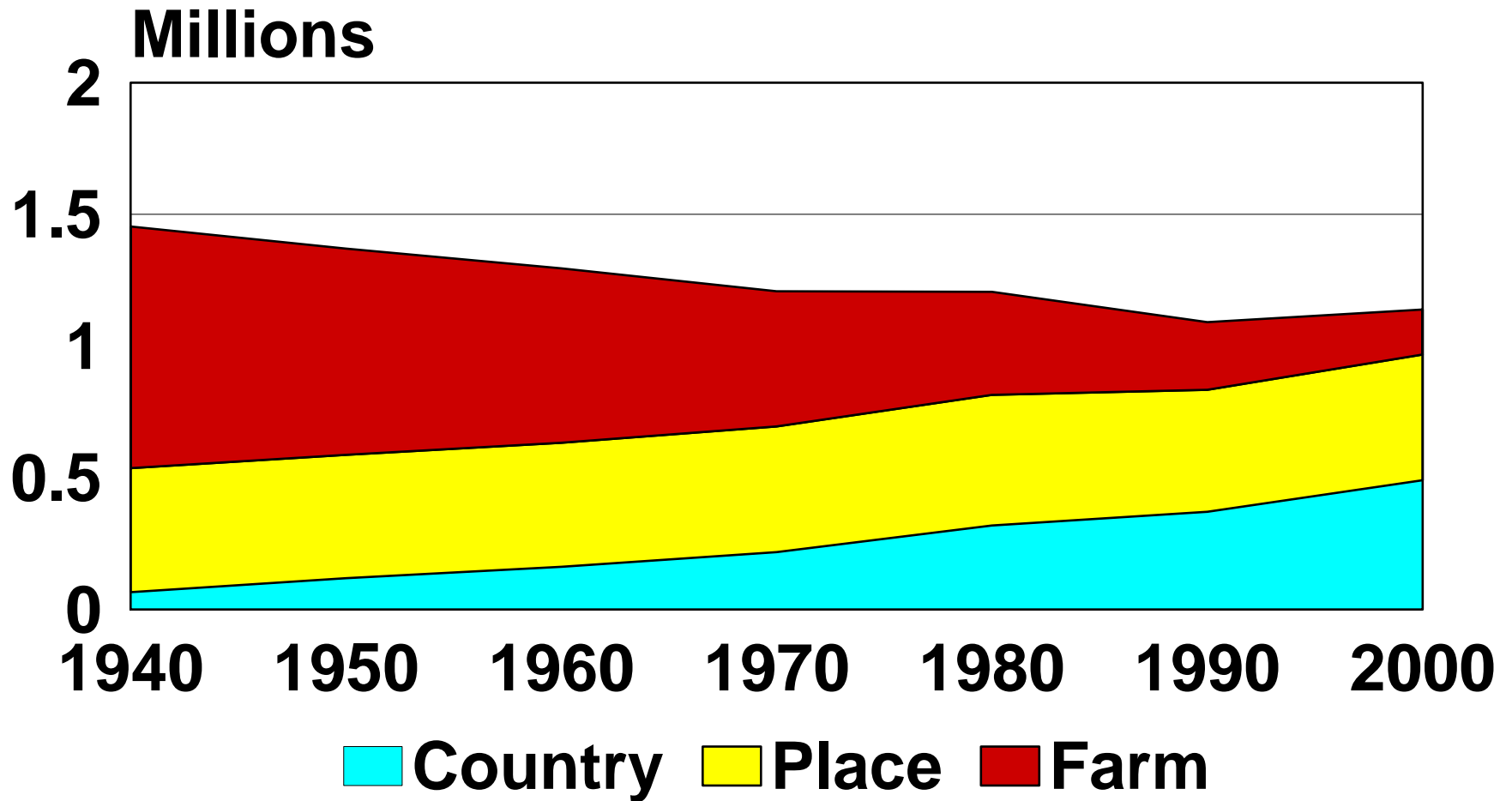


Source: Western Interstate Commission for Higher Education

# Total Fall Enrollment



# Rural Population Iowa

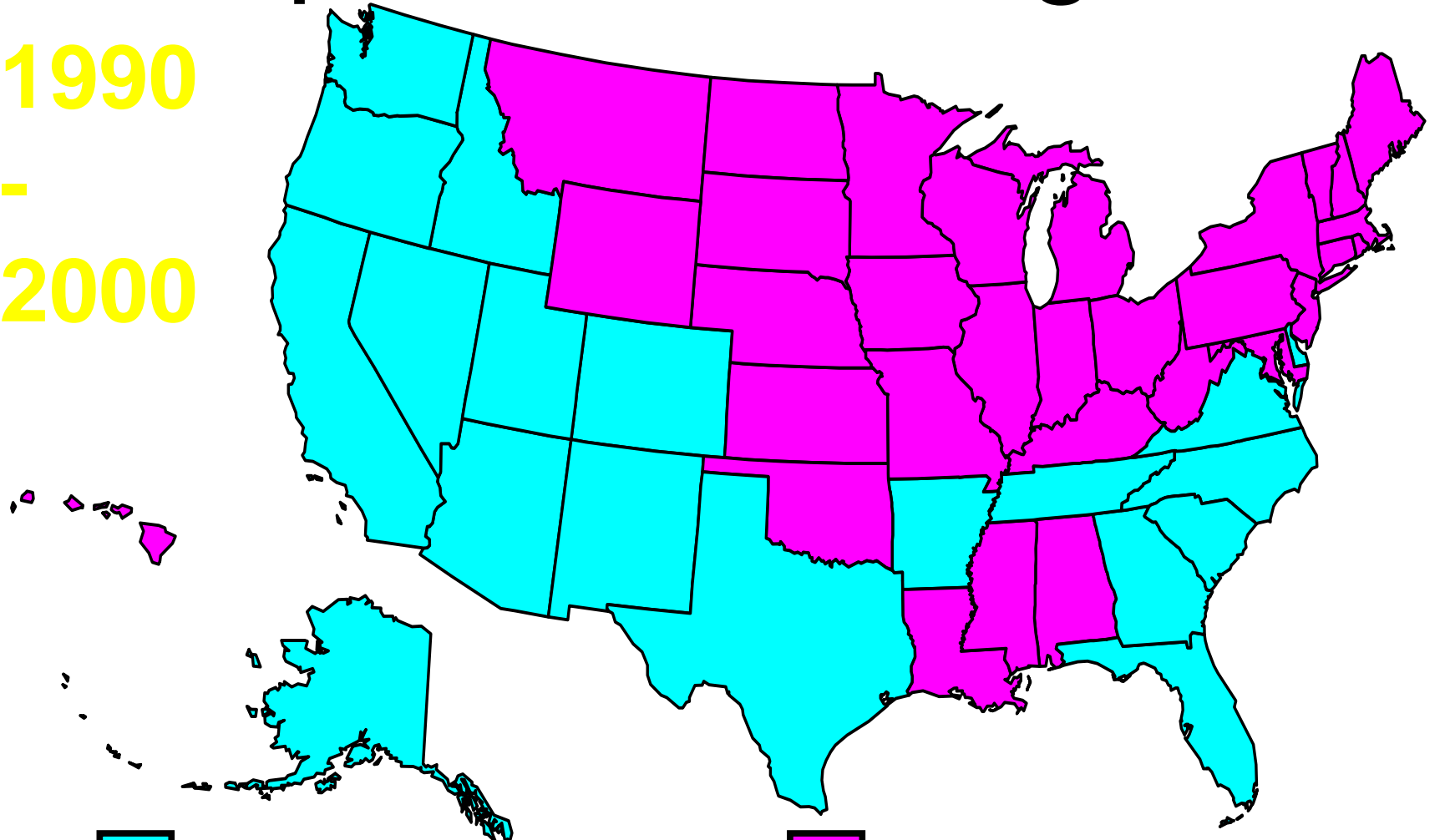


# Population Change

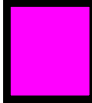
1990

-

2000



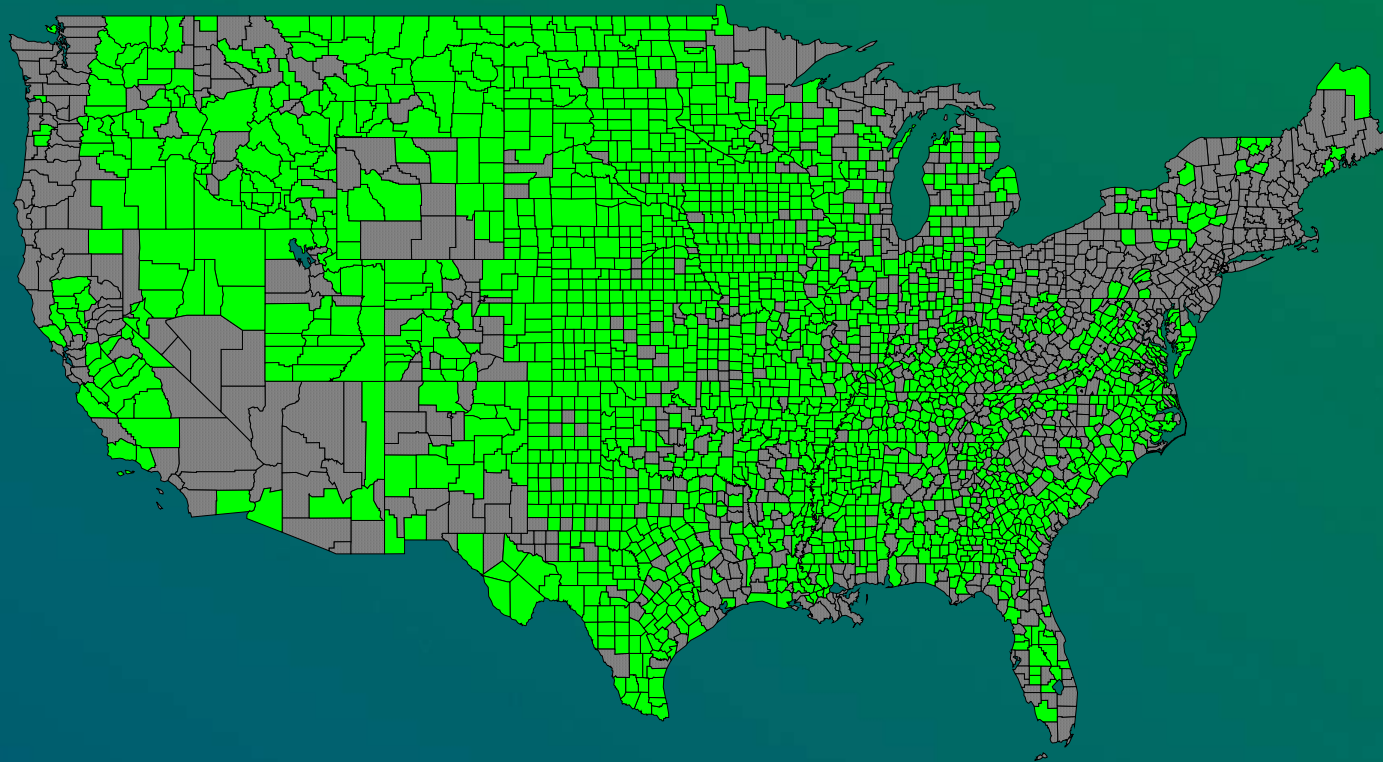
Increase 13.2% or more



Increase 13.1% or less

# Farm-Dependent Counties

1950

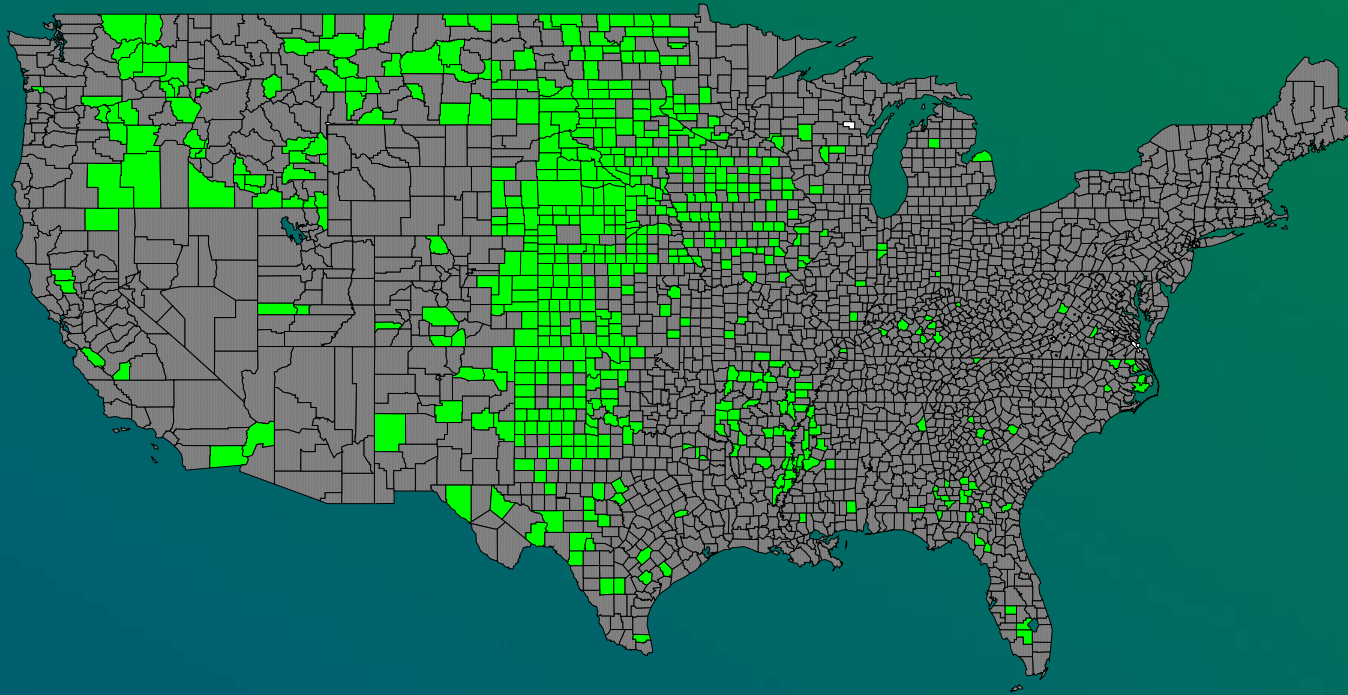


Source: U.S. Department of Agriculture

Center for the Study of Rural America, FRBKC

# Farm-Dependent Counties

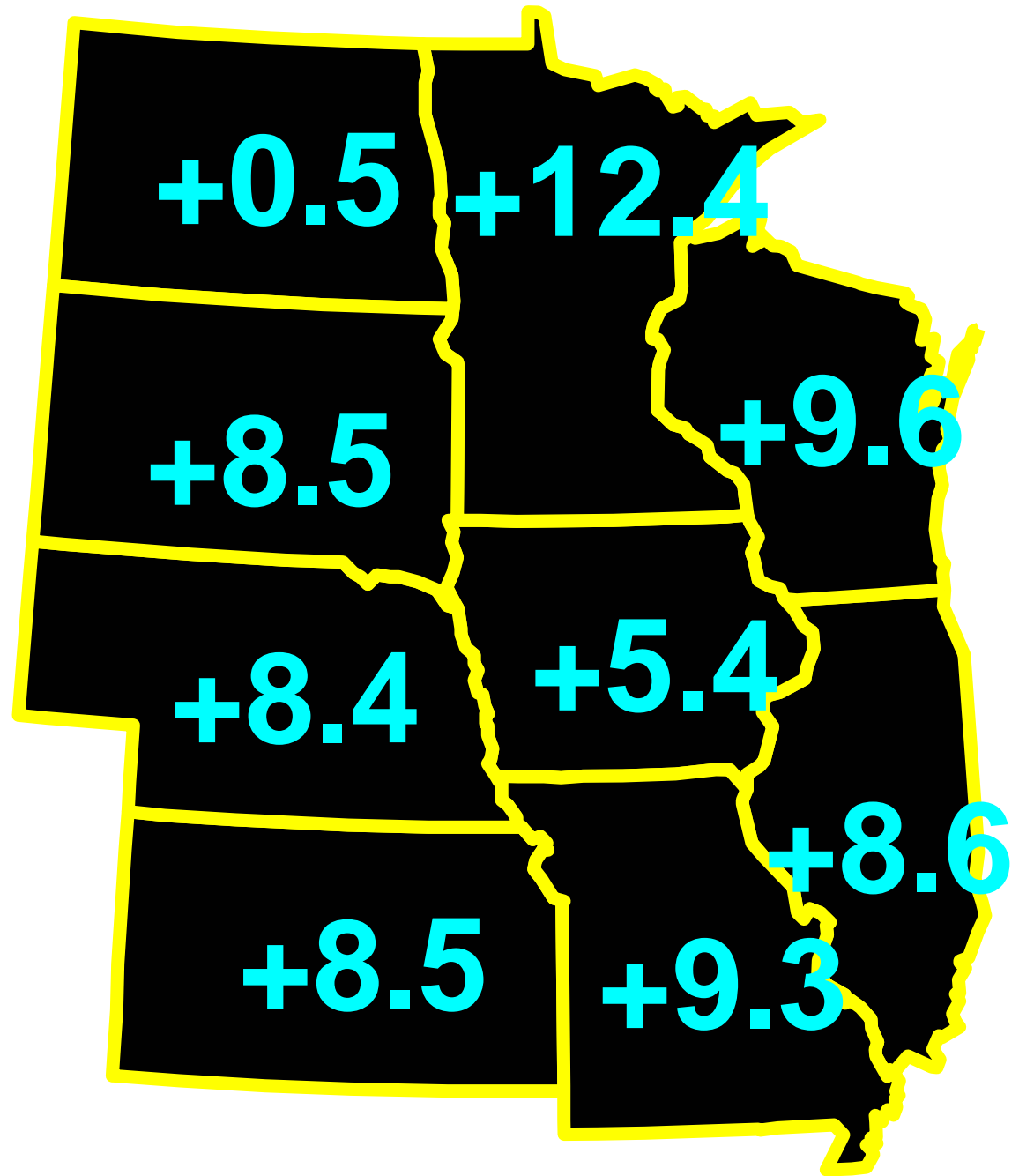
1989



Source: U.S. Department of Agriculture

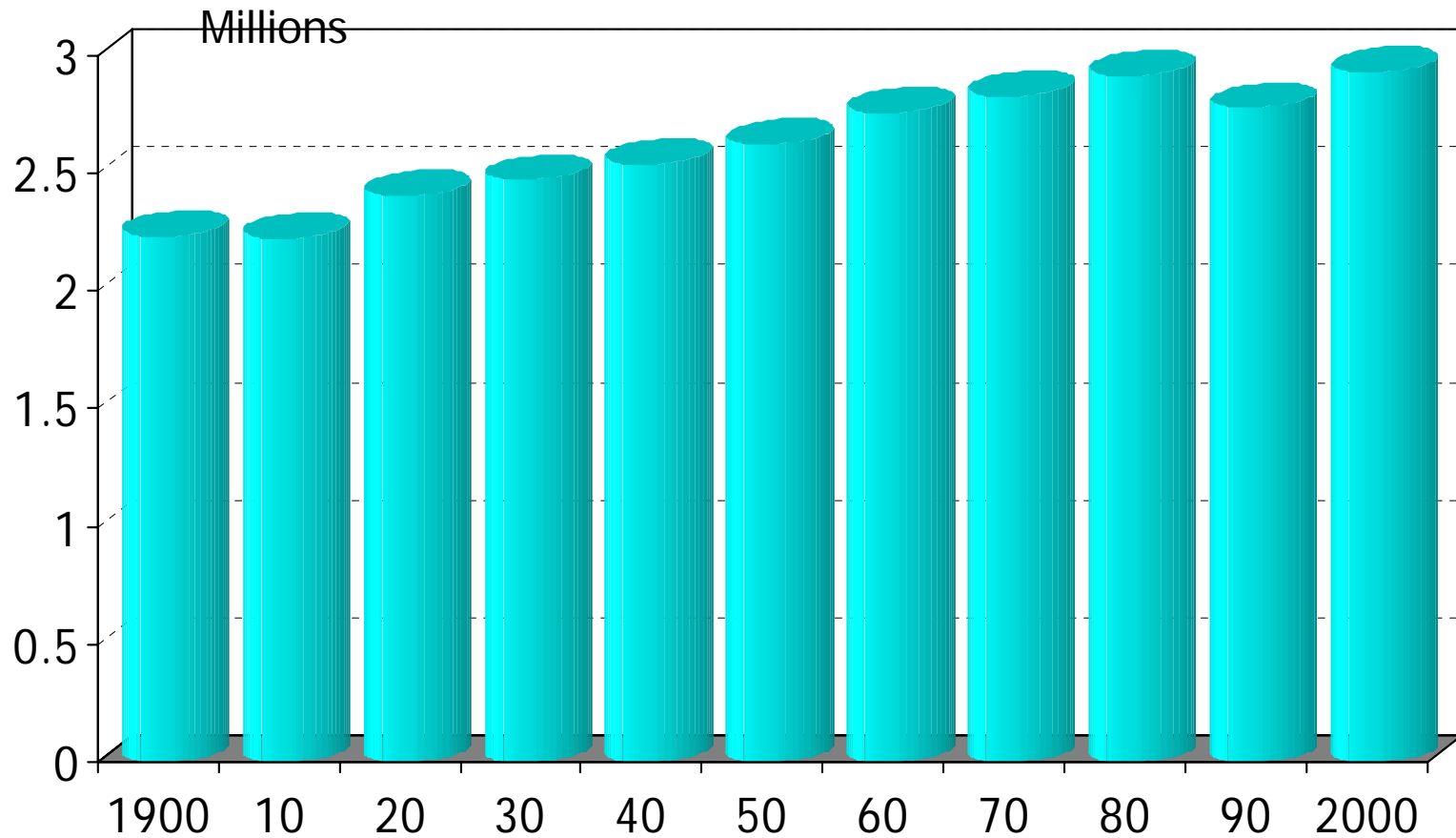
Center for the Study of Rural America, FRBK

1990-  
2000

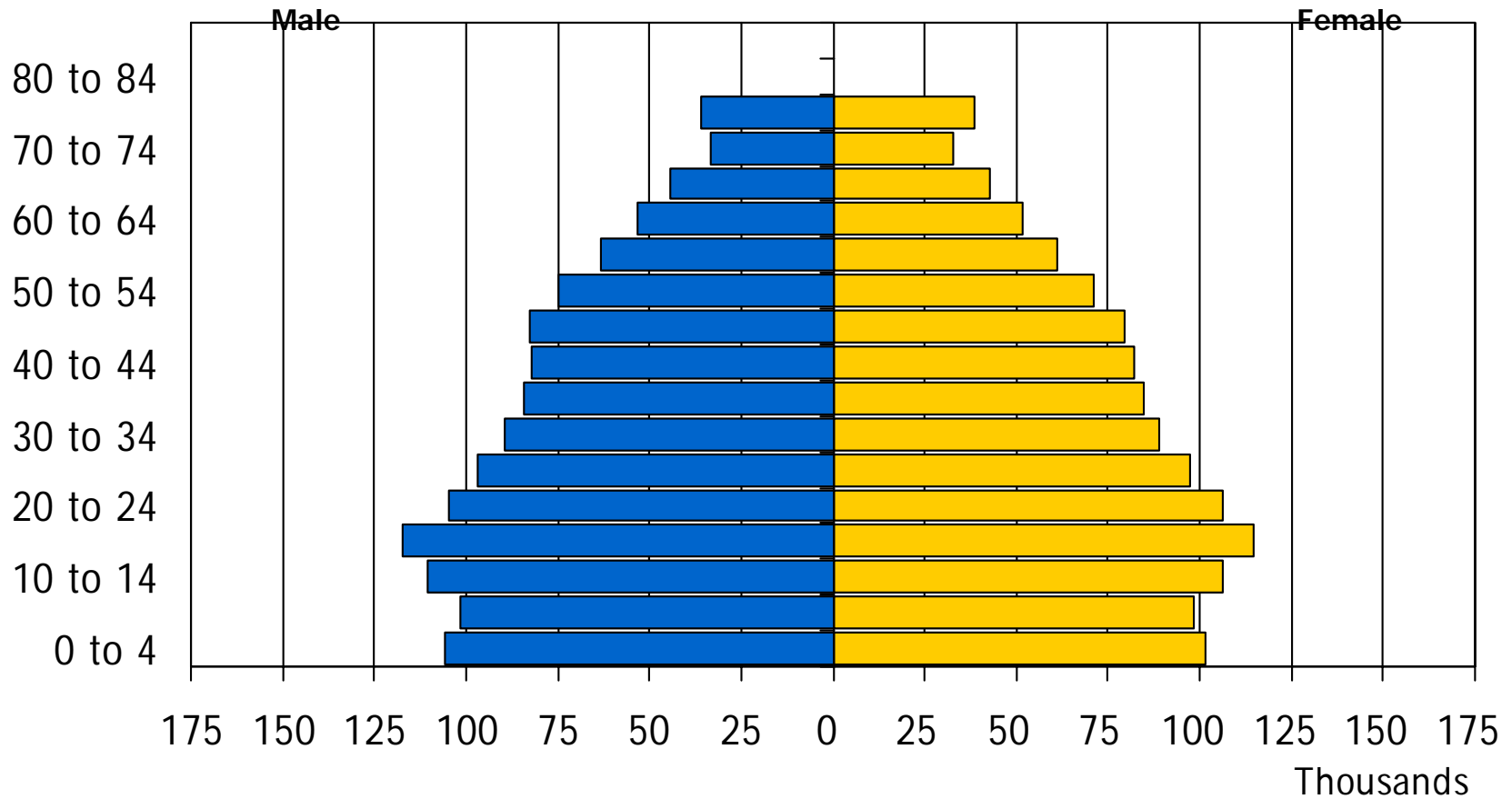




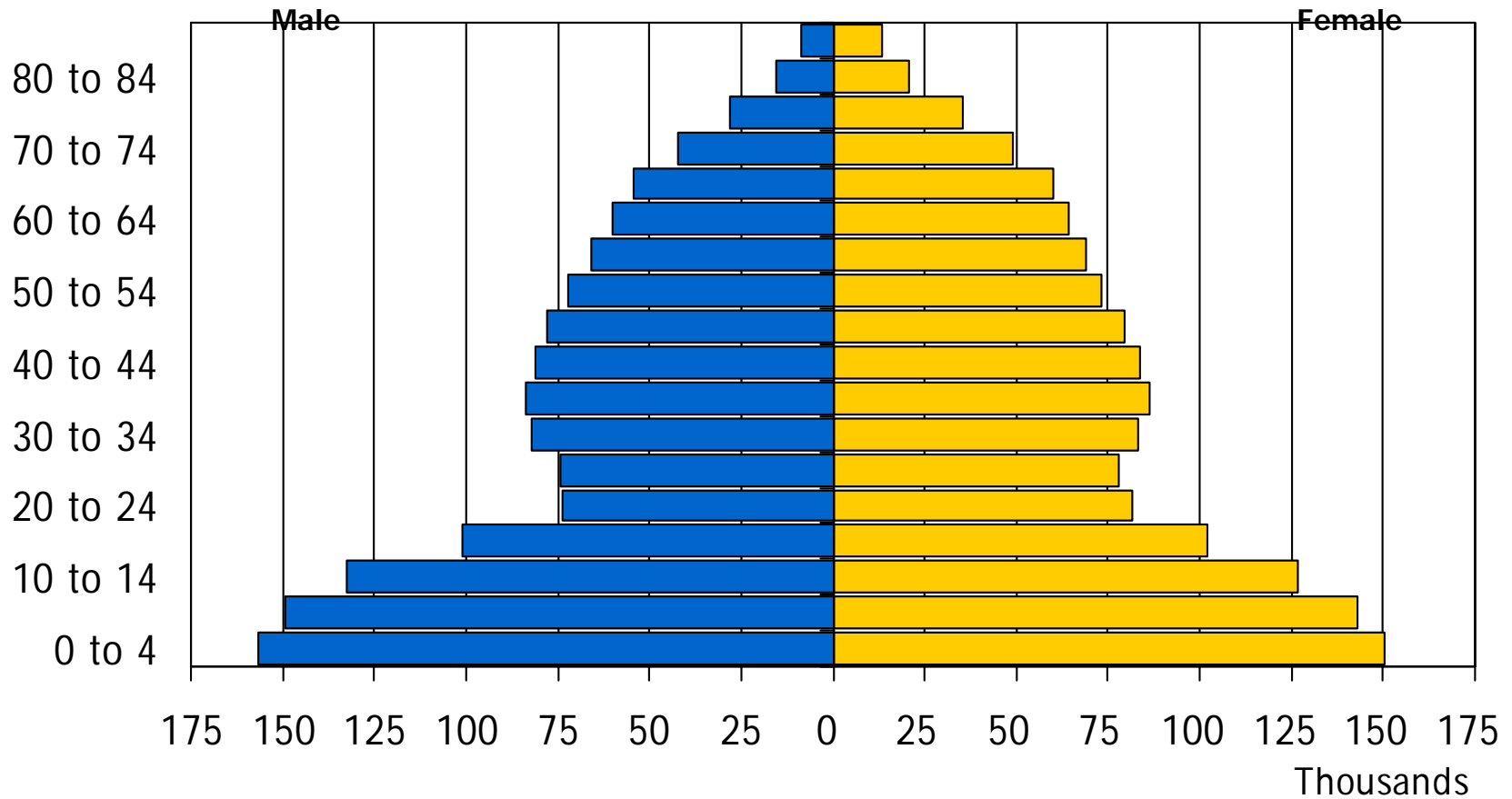
# Population in Iowa



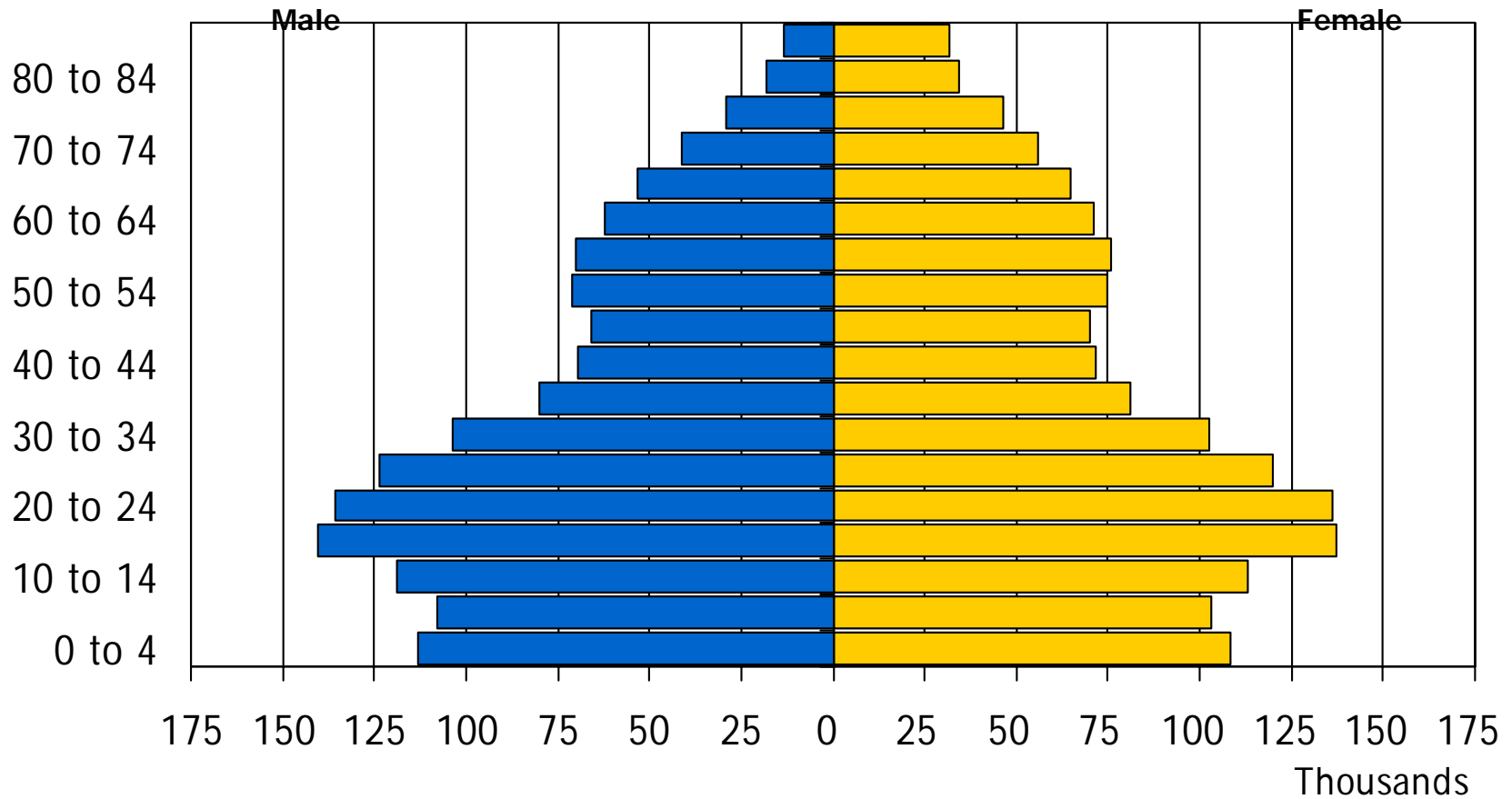
# Population Distribution, Iowa 1940



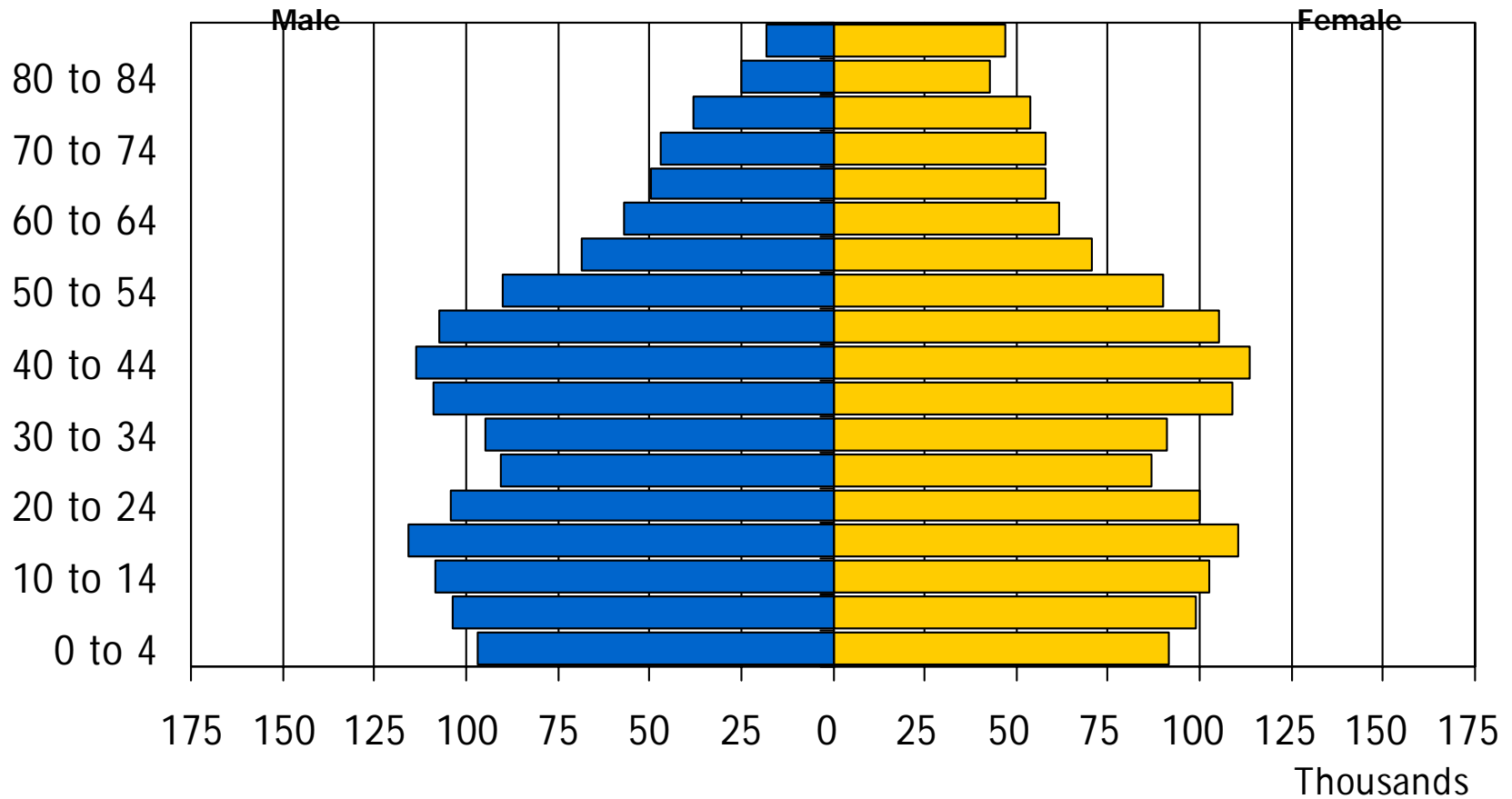
# Population Distribution, Iowa 1960



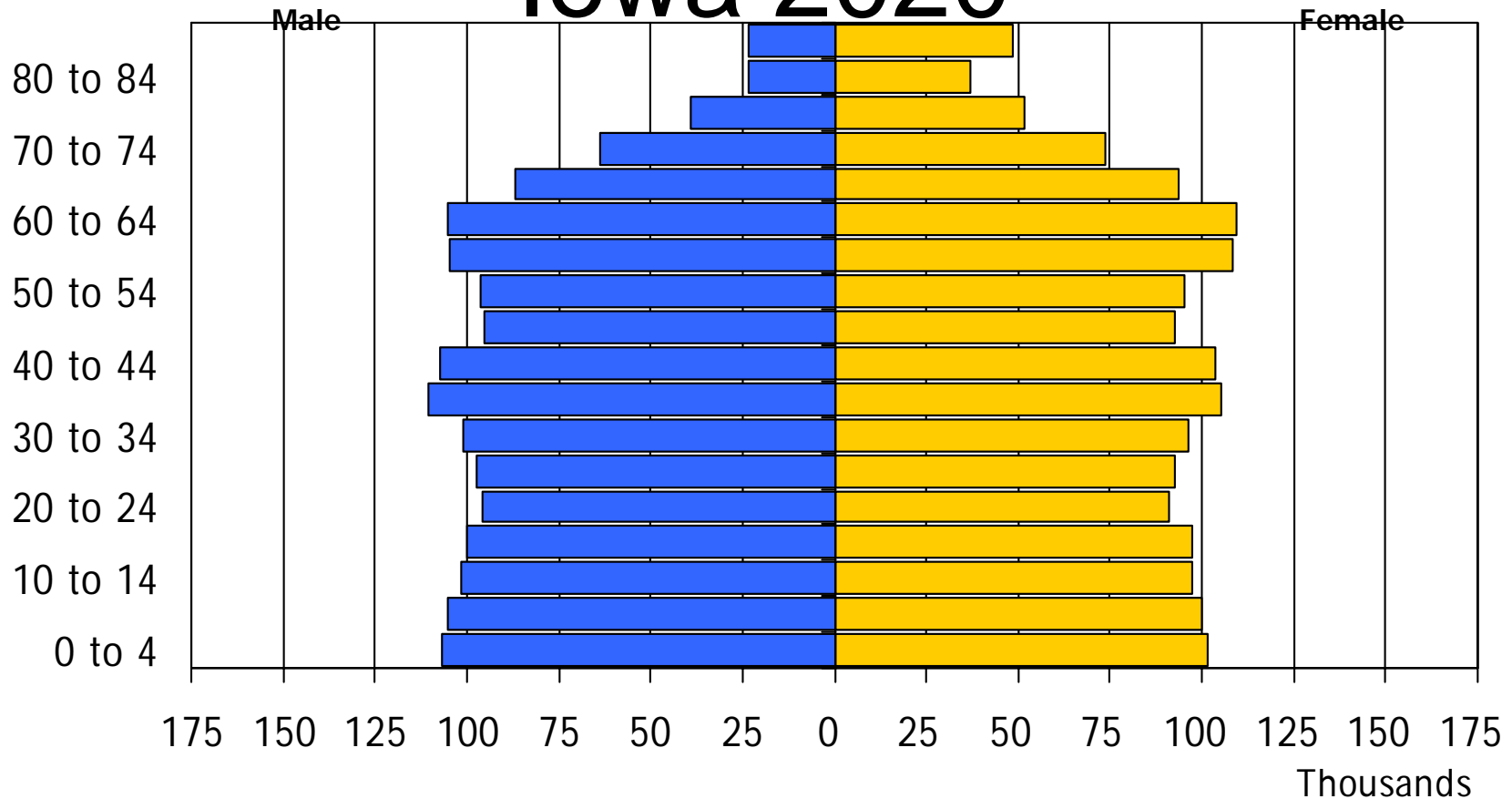
# Population Distribution, Iowa 1980



# Population Distribution, Iowa 2000



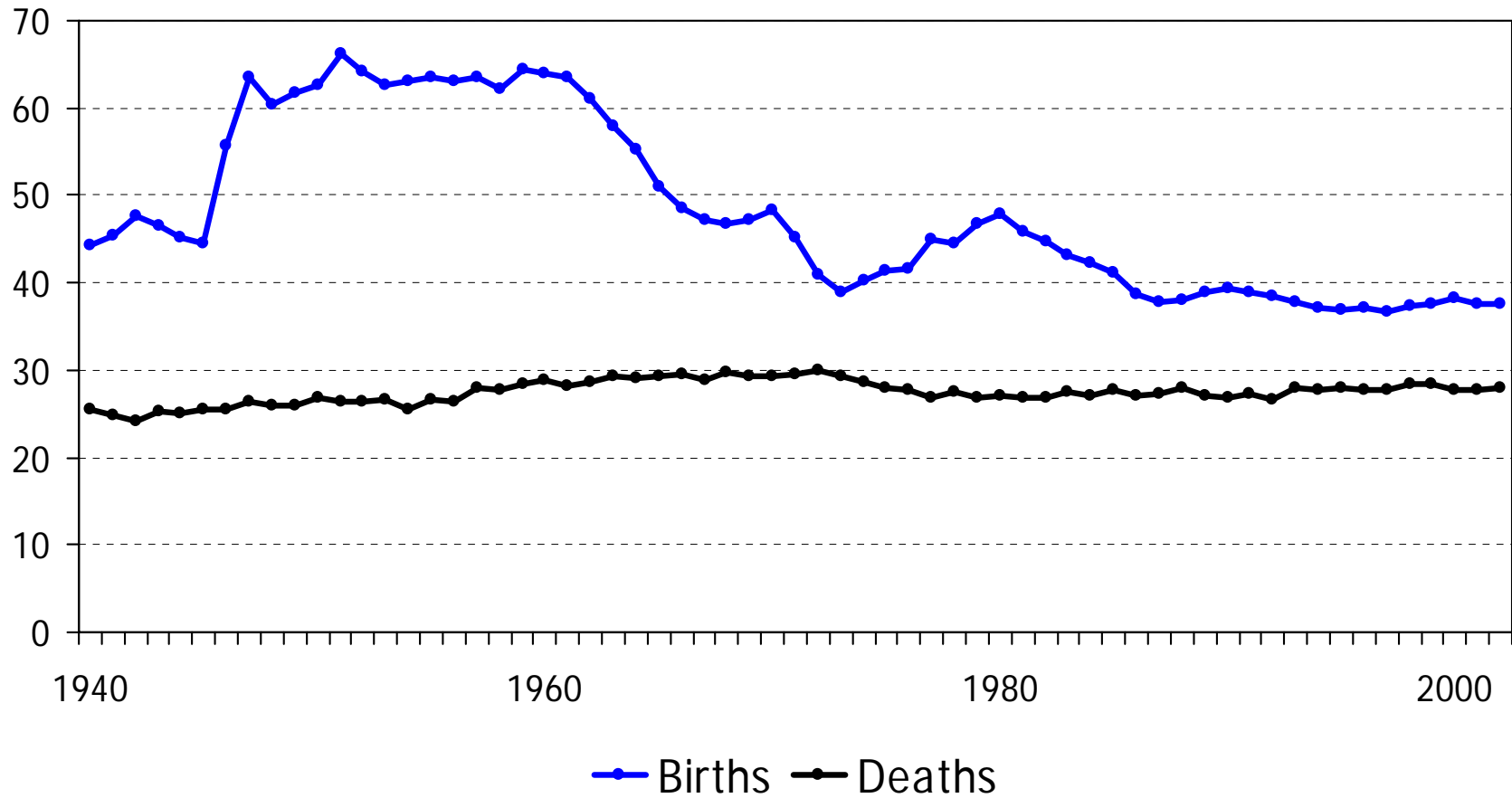
# Projected Population\* Distribution, Iowa 2020



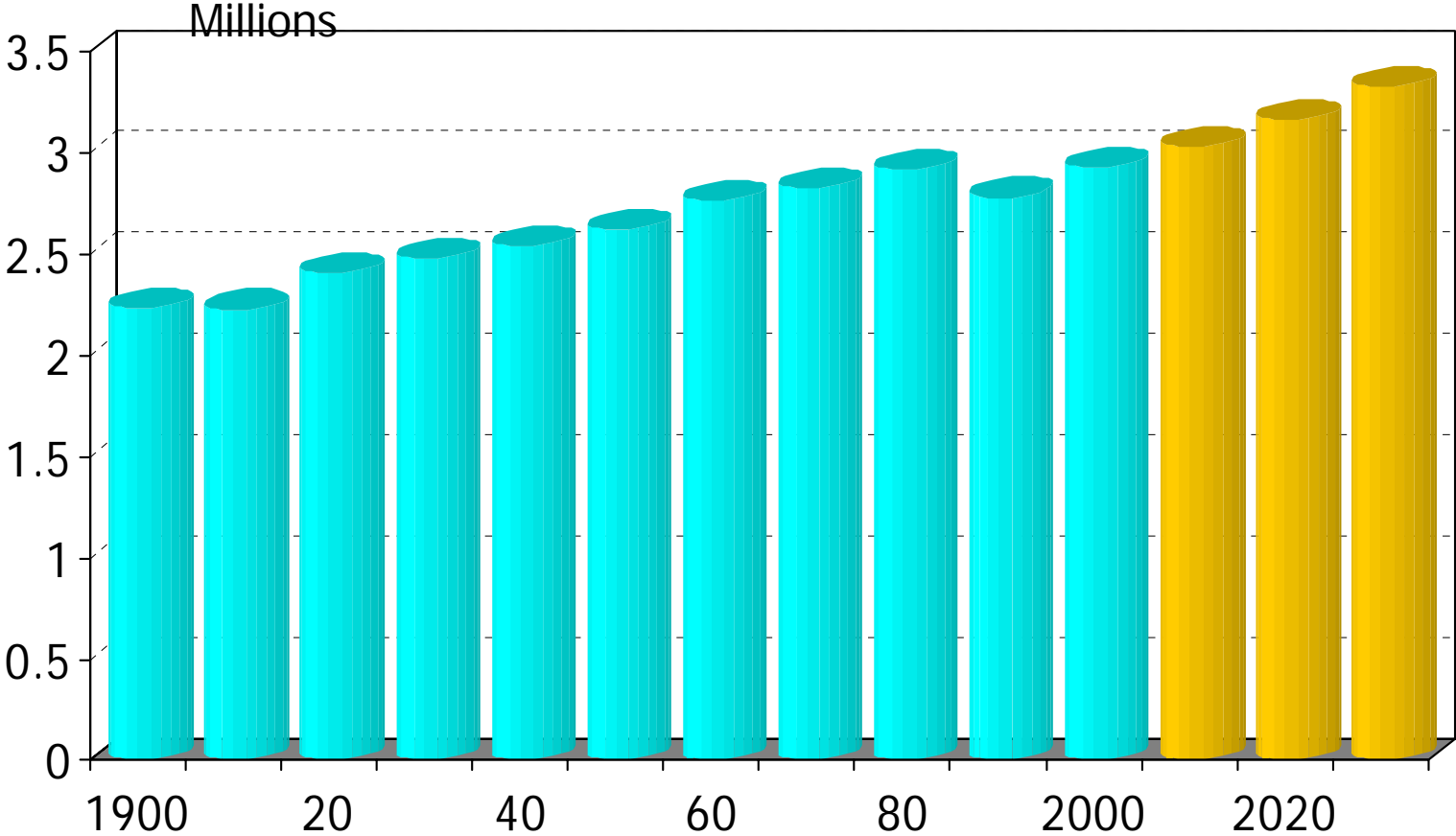
\* Population projections by Woods & Poole Economics, Inc. 2004

# Births and Deaths in Iowa

Thousands



# Projected Population in Iowa



Projections by Woods & Poole Economics, Inc., 2004



BIRDSEYE VIEW OF GREAT AMERICAN FARM



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%

Fig. 13

# 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 lowans

# 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

|           | <u>2002</u> | <u>2020</u> |
|-----------|-------------|-------------|
| Hispanics | 12.6%       | 18%         |
| Asians    | 3.9%        | 5.0%        |
| Whites    | 71.0%       | 64.0%       |
| Blacks    | 12.0%       | 13.0%       |

- 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 21<sup>st</sup> 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!*