

# Doris E. Mold

P.O. Box 8192

St. Paul, MN 55108

*E-mail: [doris@sunriseag.net](mailto:doris@sunriseag.net) or [sunriseagassociates@gmail.com](mailto:sunriseagassociates@gmail.com)*



Doris Mold is the President of Sunrise Agricultural Associates, LLC an agricultural consulting firm. Mold is an Agricultural Consultant, Agricultural Economist, Educator, Advocate, and Catalyst, as well as a farm co-owner/operator. Wearing multiple hats like many women in agriculture has informed her of the challenges and stressors that face many of in agriculture. Mold's consulting practice has included a broad range of work, including but not limited to management, business and economic analysis, farm stress, business, feasibility and transition plan development, coaching, evaluation, marketing, advocacy, leadership, education and organizational development. She also teaches Farm and Agri-Business Management at the University of Minnesota (U of MN) for MAST International.

Currently Mold is co-lead on the Cultivating Resiliency for Women in Agriculture project with Megan Roberts (see below). Mold is Past President of American Agri-Women (AAW) the nation's largest coalition of women in agriculture. She is working on an AAW leadership team on a national farm/rural stress project (AAW has been part of the Cultivating Resiliency project). Their project is expanding its work and will be offering additional programming and resources in the near future. Mold and her AAW colleagues share a strong concern for the current state of stress in the agricultural sector. Mold's graduate work was focused on farmer-lender mediation in Minnesota where she analyzed over 500 cases that went through mediation and identified factors that influenced mediation outcomes.

Mold is passionate about agricultural leadership development and especially the mentoring of up and coming agricultural leaders. She co-founded the Women's Agricultural Leadership Conference series which is in its 21st year of quality programming, leadership development, mentoring and networking. Mold serves on the Annie's Project - Education for Farm Women National Board. She has a keen interest in developing a better understanding of the roles that people play in production and broader agriculture and has conducted research on the changing roles of women in agriculture.

Under Mold's guidance American Agri-Women launched its Waves of Change Leadership Development Process and a series of programs on Essential Farm and Ranch Business Management Skills for women military veterans interested in agriculture/farming careers. Mold founded the AgDay365 - Ag Day is Every Day national consumer advocacy project for AAW is currently launching the next phase of the project the #LoveFoodDontWasteIt Challenge focused on helping people reduce waste given that U.S. consumers waste about 25% of the food they purchase. She was instrumental in the AAW Drive Across American - which promoted agriculture across the United States.

In 2016 Mold was appointed to serve on an expert national Panel on Improving Data Collection and Reporting about Agriculture with Increasingly Complex Farm Structures convened by the National Academy of Science and sponsored by the USDA. In 2015 she served on an expert national Panel on Statistics on Women and Beginning Farmers in the USDA Census of Agriculture. In 2017 Mold was asked to serve on a follow-up to the 2015 panel on Women and New and Beginning Farmers the NASS Expert Panel on the Publication of Agriculture Census Data on Farm Operator Demographics. Mold served six years on the Agricultural Statistics Advisory Committee for NASS and chaired the committee for three years. She also served on the Agricultural Advisory Committee for the Commodity Futures Trading Commission.

Additionally, Mold is a member of, serves or has served with a number of other agricultural organizations on a local, state, national and international basis. She is known for her work as an advocate for agriculture. Mold founded the Minnesota State Fair Moo, Oink and Baa Booths which educate and inform three quarters of a million Fair visitors every year about animal agriculture and the farm to table process. The Moo Booth which boasts several thousand square feet of interactive educational space and daily special events and activities, celebrated its 25th anniversary of educating the public in 2016. In 2009 Mold co-coordinated the \$1.4 remodeling project of the Moo Booth.

Previously, Mold worked as an Agricultural Economist at the U of MN and continues to work on research/education projects with the U of MN on a project basis. She holds a Master of Science degree in Agricultural and Applied Economics, and a Bachelors of Science in Agricultural and Applied Economics, Animal Science and Agricultural Education, all from the U of MN. In 2016 Mold received the Distinguished Alumni Award from the U of MN College of Food, Agricultural and Natural Resources Alumni Society. In April 2017 she was inducted as an inaugural member of the Borealis Circle at the U of MN. In 2019 she was named a Female Food Hero by CropLife International because of her outstanding agricultural advocacy work. She was also recently awarded an Honorary State Degree by the Minnesota FFA Association for her work in agriculture, education and with the FFA.



Farmwomen have **UNIQUE NEEDS** in responding to farm stress because of the **MULTIPLE ROLES** they play on farm.

This project focuses on collecting early detection data from farmers, in particular female farmers, and virtual telehelp/webinar sessions.



### WEBINARS

These **FREE 90-minute** webinars are designed to connect women in agriculture to resources and information to help manage stress.

**December 14, January 11, January 25,  
February 8, March 8 and April 12  
@ 12:00 Noon CST**

*Webinars are recorded for later viewing.*

**REGISTER AND VIEW RECORDINGS AT:**  
[umash.umn.edu/cultivating-resiliency-webinars](http://umash.umn.edu/cultivating-resiliency-webinars)



### QUESTIONNAIRE

Take a short online survey to identify your stress. The data will help us learn about women in agriculture's resiliency to stress and help in development of new resources.

*Survey ends April 2019*

*The survey is anonymous and open to all women working in agriculture.*

**TAKE THE SURVEY AT:**  
[z.umn.edu/cultivatingsurvey](http://z.umn.edu/cultivatingsurvey)

*This project brought together American Agri-Women, District 11 Agri-Women, University of Minnesota Extension's Women in Ag Network (WAGN) and the Upper Midwest Agricultural Safety and Health Center (UMASH) to work on this effort. Funding is provided by a UMASH grant.*