



# OPPORTUNITIES & CHALLENGES FOR INTERNATIONAL TRADE

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January 2023 Round Table Meeting



**JOHN  
FOLTZ**

**PROGRAM COMMITTEE CHAIR**



# Round Table Sponsors

## Platinum Presenting Sponsor



**IDFA**  
International  
Dairy Foods Association

## Silver Level

*Progressive*  
**FARMER**  
powered by **DTh**

# Round Table Sponsors

## Bronze Level



## Next Generation Luncheon and Speaker Sponsor



Bayer CropScience



# Welcome Special Attendees!

# 2023 Agricultural Economics Fellow

**Dr. Trey Malone**  
**University of Arkansas**





# 2023 January Cultivators



**Milosh McAdoo**  
North Carolina A&T  
State University



**Taís de Menezes**  
Colorado State University



**Prayash Pathak Chalise**  
University of Georgia



**Maria Filipa Seara e Pereira**  
Purdue University



**Kelli Wicks**  
Oklahoma State University



**Carlos Zurita**  
Purdue University



# 2023 Ag Scholars



**Samantha Ayoub**  
**Colorado State University**



**Kayla Braggs**  
**Michigan State University**



**Ezra Butcher**  
**Iowa State University**



**Harrison Clark**  
**University of Tennessee,  
Knoxville**



**Jahqethea Z. Johnson**  
**University of  
Nebraska-Lincoln**



**Jack Long**  
**Oklahoma State  
University**



**Inder Majumdar**  
**University of Illinois  
Urbana – Champaign**



# 2023 Ag Scholars



**Evan McKay**  
Virginia Tech



**Jack Myers**  
University of Arkansas



**David Nason**  
West Virginia University



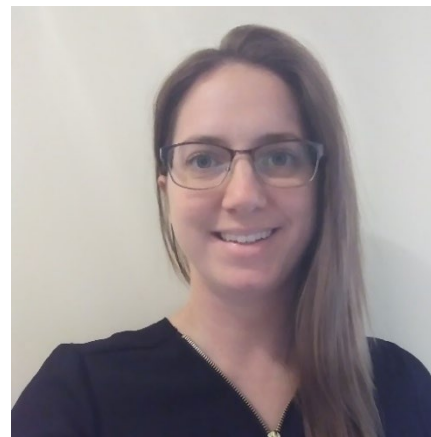
**Faith Parum**  
Texas A&M University



**Sarah Smith**  
Texas State University



**Jim Teal**  
University of Wisconsin



**Annaliese Winton**  
Clemson University



**Asamoah Zadok**  
Lincoln University



# 2022 Young Farmer Accelerator Program



**Brady Brown**  
**B&B Brown Farms LLC**



**Michelle Carr**  
**JO-AR-CA Farms**



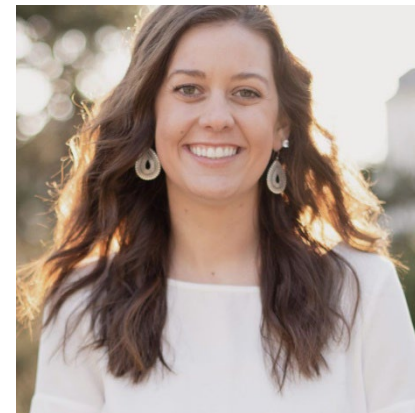
**Alicia del Aguila**  
**Aloha Redland LLC**



**Steve Kaufman**  
**Kaufman Joint  
Venture**



**Roberto Ortiz**  
**Florida Crystals  
Corporation**



**Zoe Schultz**  
**Schultz Farm**



**Leevi Stump**  
**Greenacres Foundation**



# 193 Next Gen Alumni

121 Cultivators (2013\*)

33 Ag Scholars (2020\*)

22 Young Farmer Accelerators (2020\*)

17 Young Agri-Food Leaders (2020\*)

\* Marks the year the program began



# Farm Foundation Seeders



Bayer CropScience





# Welcome Guests!



# **Special Thanks to the Savannah Planning Committee**

**Hub Daniel, Co-Chair**  
**Gregg Doud, Co-Chair**  
**Jeremy Zwinger**  
**Sec. Sonny Perdue**  
**Gale Buchanan**



# Round Table Is “Off the Record”





# FARM FOUNDATION UPDATES

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# **SHARI ROGGE-FIDLER**

**PRESIDENT AND CEO,  
FARM FOUNDATION**





# **FARM FOUNDATION OVERVIEW AND UPDATES**

**SHARI ROGGE-FIDLER  
CEO**





# KEY QUESTIONS

WHAT IS FARM FOUNDATION?

2023 PRIORITIES

WHAT IS ROUND TABLE?

HOW TODAY'S TOPIC OF TRADE FITS

LOOK FOR HOW YOU MIGHT ENGAGE

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**CELEBRATING 90 YEARS!**



*Accelerating people & ideas since 1933*



# ANCHORED WITH A RICH HISTORY

Founding Era 1930s & 40s	Post Founder Era 1950s & 60s	Round Table Integration 1970s & 80s	Modern Era 1990s through 2015	Current & Future What's Next?
<p>"...to improve conditions of life for the farming and rural population with adequate economic returns, social, educational and cultural advantages." ~Founding vision, Legge &amp; Lowden</p>	<p>"Be the yeast... stimulate action where research leaves off...with regional cooperation." ~Taylor</p> <p>Rural communities, economics and policy focus</p>	<p><b>Foundation for American Agriculture (FFAA) founded in 1945 by Dana Bennet</b></p> <p><b>FFAA dissolved and integrated into Farm Foundation in 1974-75 as a key program</b></p>	<p>Mission: "to improve the economic and social prospects of agriculture and rural communities"</p> <p>Shifts with Round Table, Steering Committee, Membership Committee</p>	<p>2020: Accelerator</p> <p>Vision: Building a future for farmers, our communities and our world</p> <p>Mission: Building trust and understanding at the intersections of agriculture and society</p>

Sources: Farm Foundation: 75 years as a catalyst to agriculture and rural America; Farm Foundation Board Minutes; 2020 Strategic 5 Year Plan



# OUR MISSION AND VISION GUIDE OUR WORK

## MISSION:

To **build** trust and understanding at the intersections of agriculture and society.

## VISION:

To **build** a future for farmers, our communities and our world.



# BRINGING OUR MISSION TO LIFE: LAUNCHING BUILDING AND PROGRAMS IN 2023!

FARM FOUNDATION INNOVATION AND EDUCATION CENTER

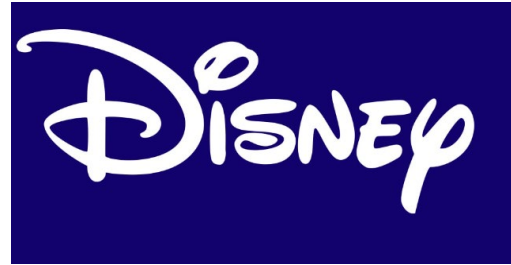


Centennial farm, barn and farmhouse in Libertyville, Illinois 25 miles north of O'Hare.

New building includes program space for up to 75 participants, media room and staff space.

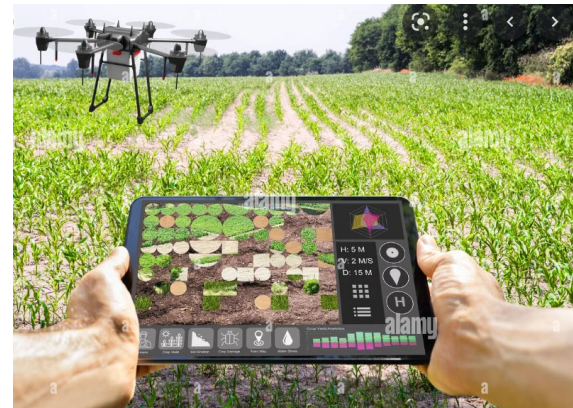
Kahler Slater

# IEC - BUILDING BRAND EXPERIENCES AND ATTACHMENT





# BUILDING DEEPER UNDERSTANDING VIA DIVERSE LEARNING MODES



# FLAGSHIP BRANDED PLATFORM FOR GROWTH AND IMPACT – PROGRAM EXAMPLES

- **Current program uses, delivered differently with increased impact**
  - **NextGen programs:** anchor memorable experiences on site
  - **Branding, Marketing and Communications:** media room for podcasts, Forums, videos, mixed reality, etc. Branding, legacy storytelling and connections, e.g. founders, Honorary Life Fellows, donors, etc.
- **New national/global program uses – examples – campus as platform to keep evolving**
  - **Ag101 Bootcamps** for a variety of audiences, building trust and understanding. Build and delivered via collaboration with universities, non-profits, corporations.
  - **New market programs**, e.g. diversification opportunities for farmers
  - **Soil health and regenerative ag experiences** on site e.g. for food companies
  - **Custom programs** for corporations, non-profits and more.





Farm Foundation is an  
**ACCELERATOR**  
of practical solutions for agriculture.

We accelerate  
**PEOPLE AND IDEAS**  
into  
**ACTION.**

# ACCELERATING PEOPLE



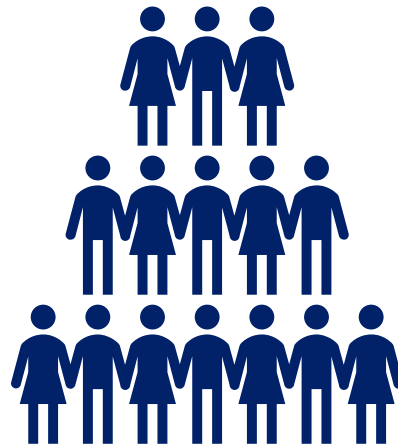
# ACCELERATING PEOPLE: CORE PROGRAMS

## Round Table

- Invitational group of ~150 cross-sectional influential thought leaders
- Meets 2x/year

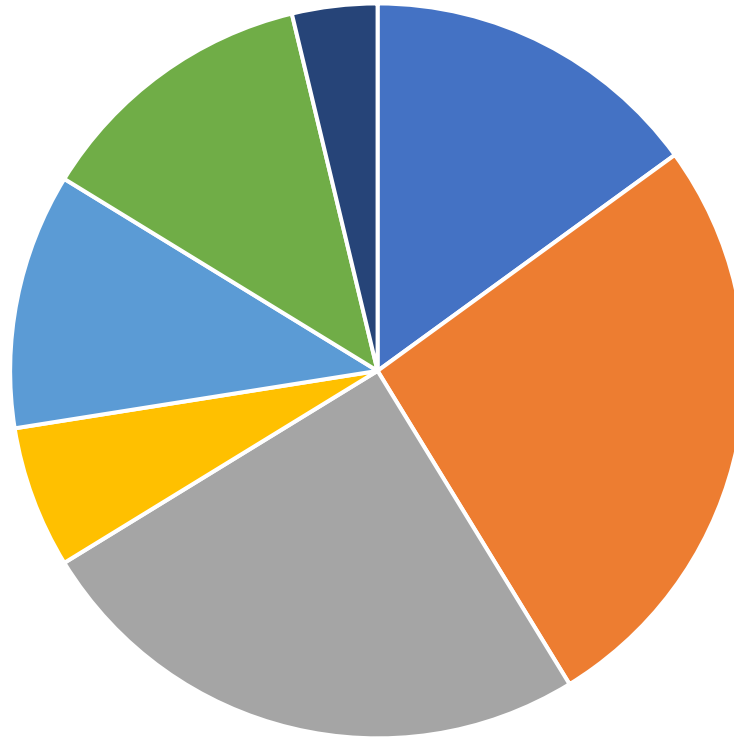
## Next Generation

- Cultivators
- Young Farmer Accelerators
- Young Agri-Food Leaders
- Congressional Fellows
- Agricultural Scholars
- Ag Economics Fellow (New for 2021)



# ROUND TABLE FELLOWS DIVERSE SECTORS: FARMERS, AGRIFOOD, AND ACADEMIA TOP

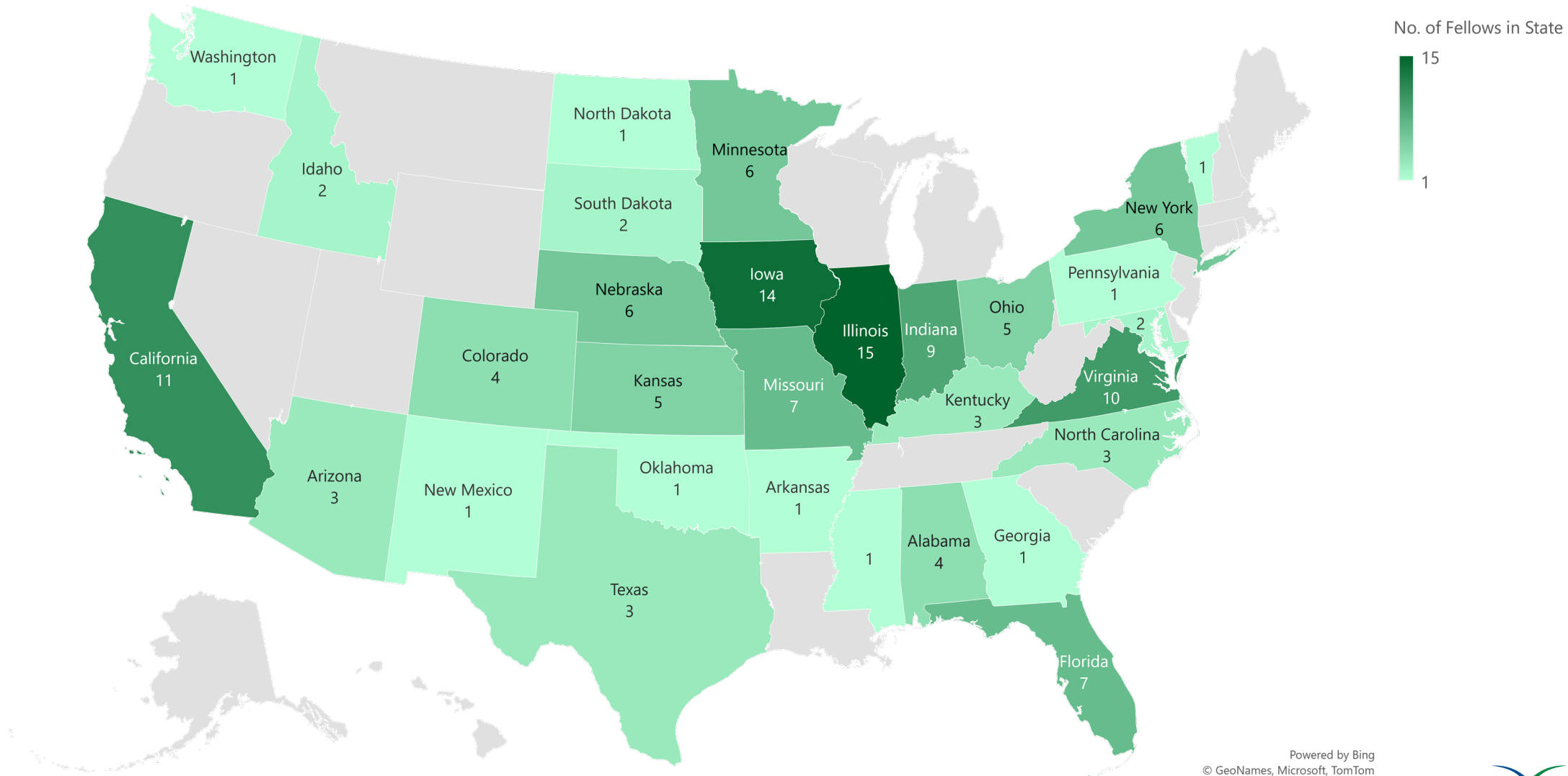
From 2022 Survey of Fellows (n=81)



■ Academic ■ Agribusiness ■ Farmer/Rancher ■ Media ■ NGO ■ Prof Serv ■ Other

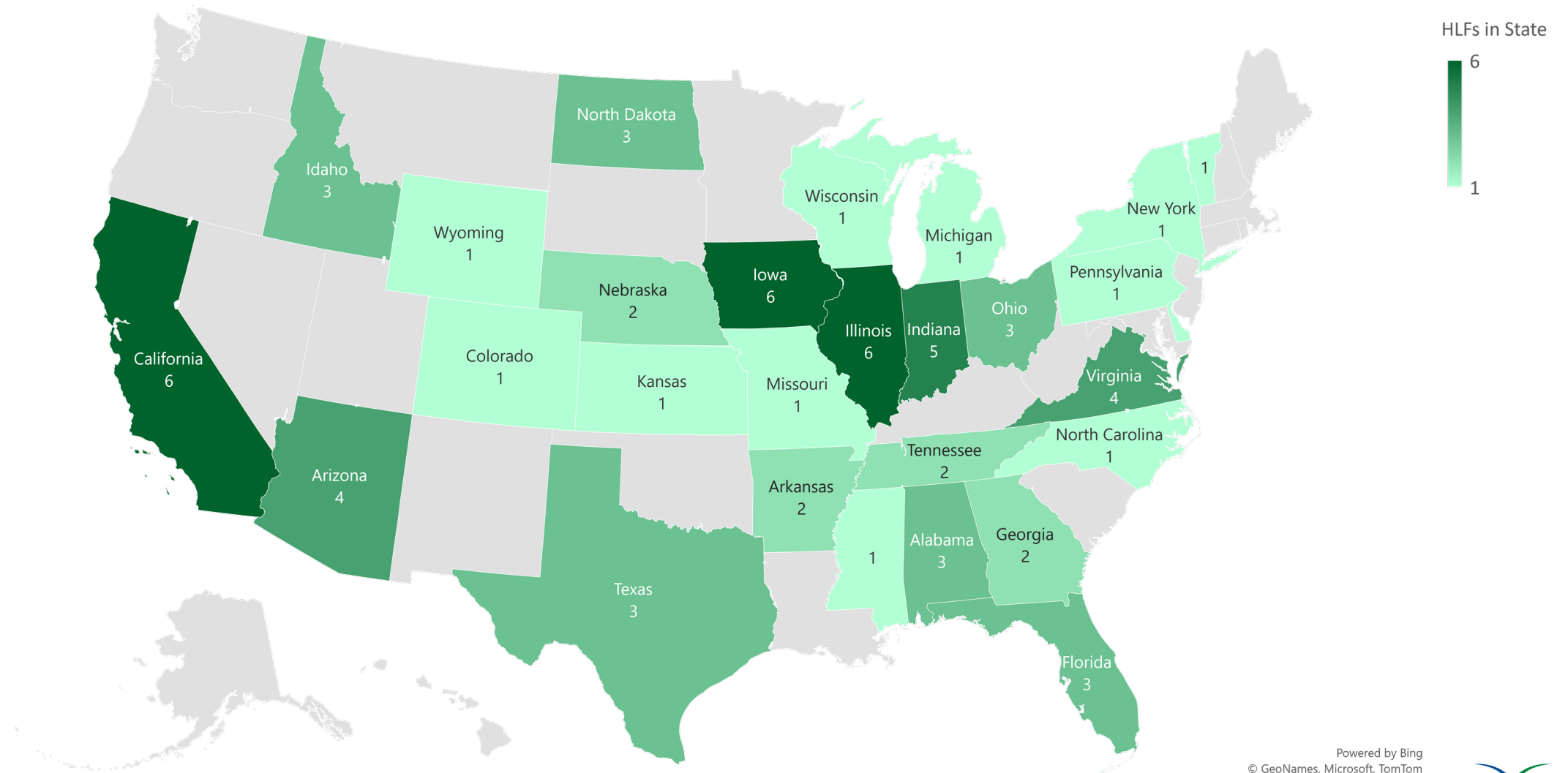


# Farm Foundation Round Table Fellows by State



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# Farm Foundation Honorary Life Fellows by State



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# NEXT GENERATION PROGRAMS

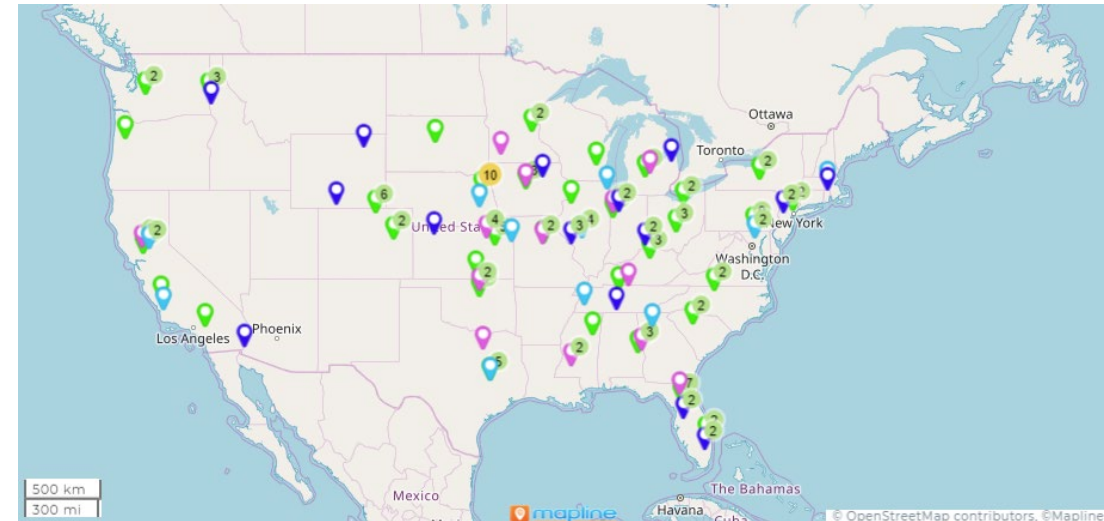
Farm Foundation has a suite of multi-stakeholder programs to **accelerate the next generation of agricultural leaders**

- Cultivators (~6, 2x/year)
- Congressional Fellows (~10/year)
- Agricultural Scholars (~10/year)
- Young Farmers (~15/year)
- Young Agri-Food Leaders (~10/year)

# FARM FOUNDATION NEXT GENERATION ALUMNI NETWORK

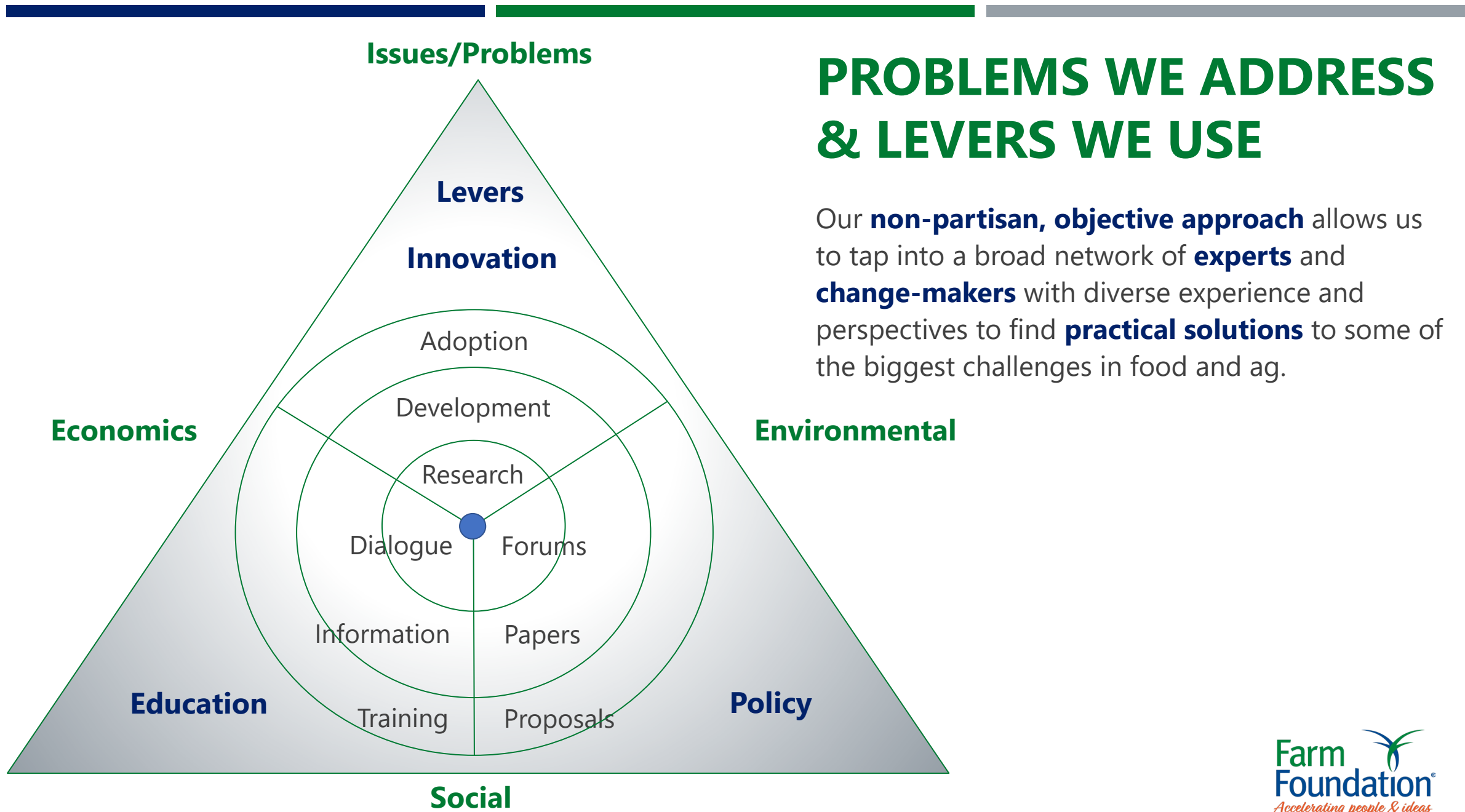
## 193 Alumni from around the country

- 121 Cultivators (program began in 2013)
- 33 Ag Scholars (program began in 2020)
- 22 Young Farmer Accelerators (program began in 2020)
- 17 Young Agri-Food Leaders
- Working to build networking opportunities
- Keep them connected to Farm Foundation
- Serving as mentors to Next Generation participants





# ACCELERATING IDEAS

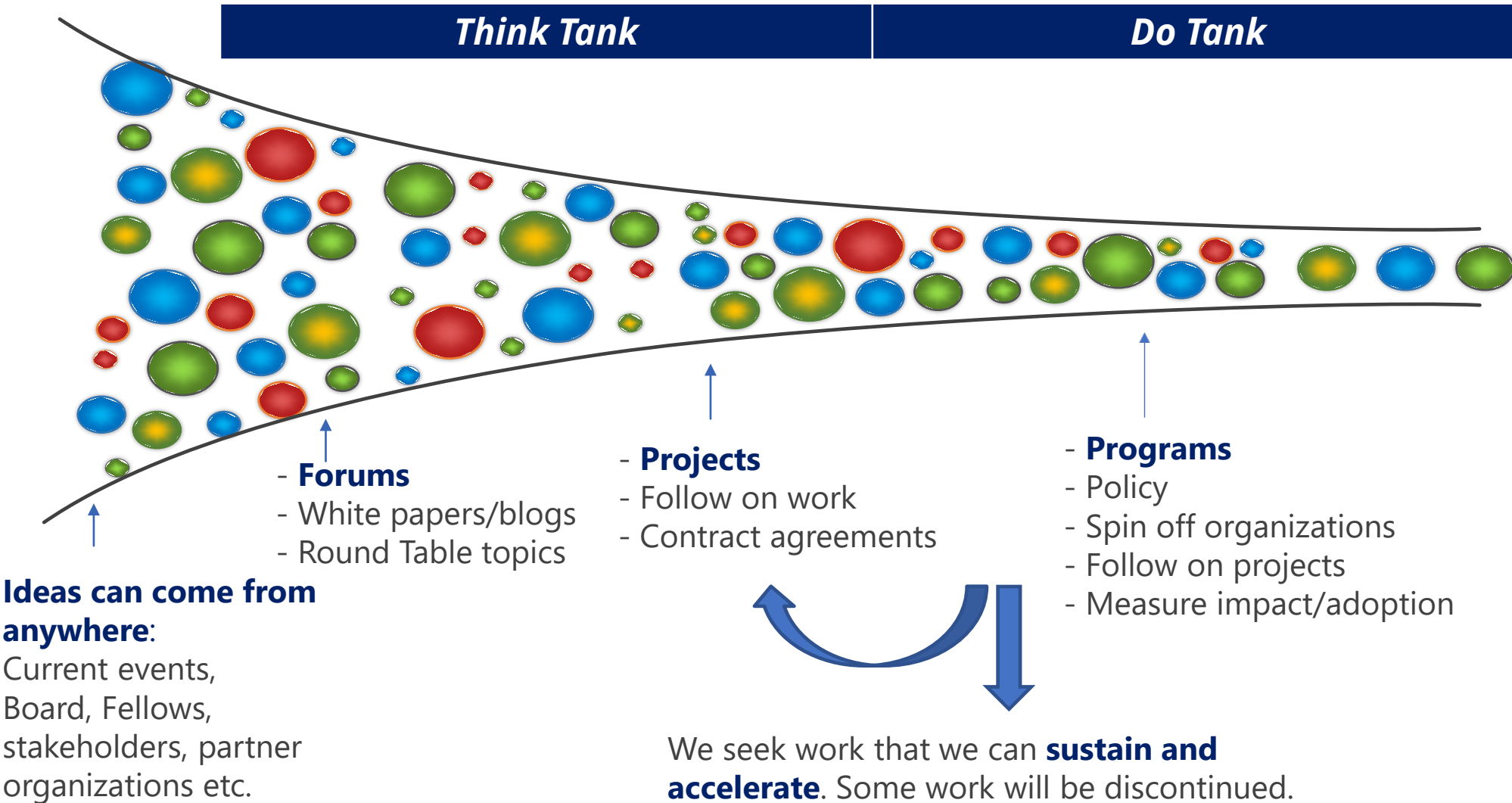


# PROBLEMS WE ADDRESS & LEVERS WE USE

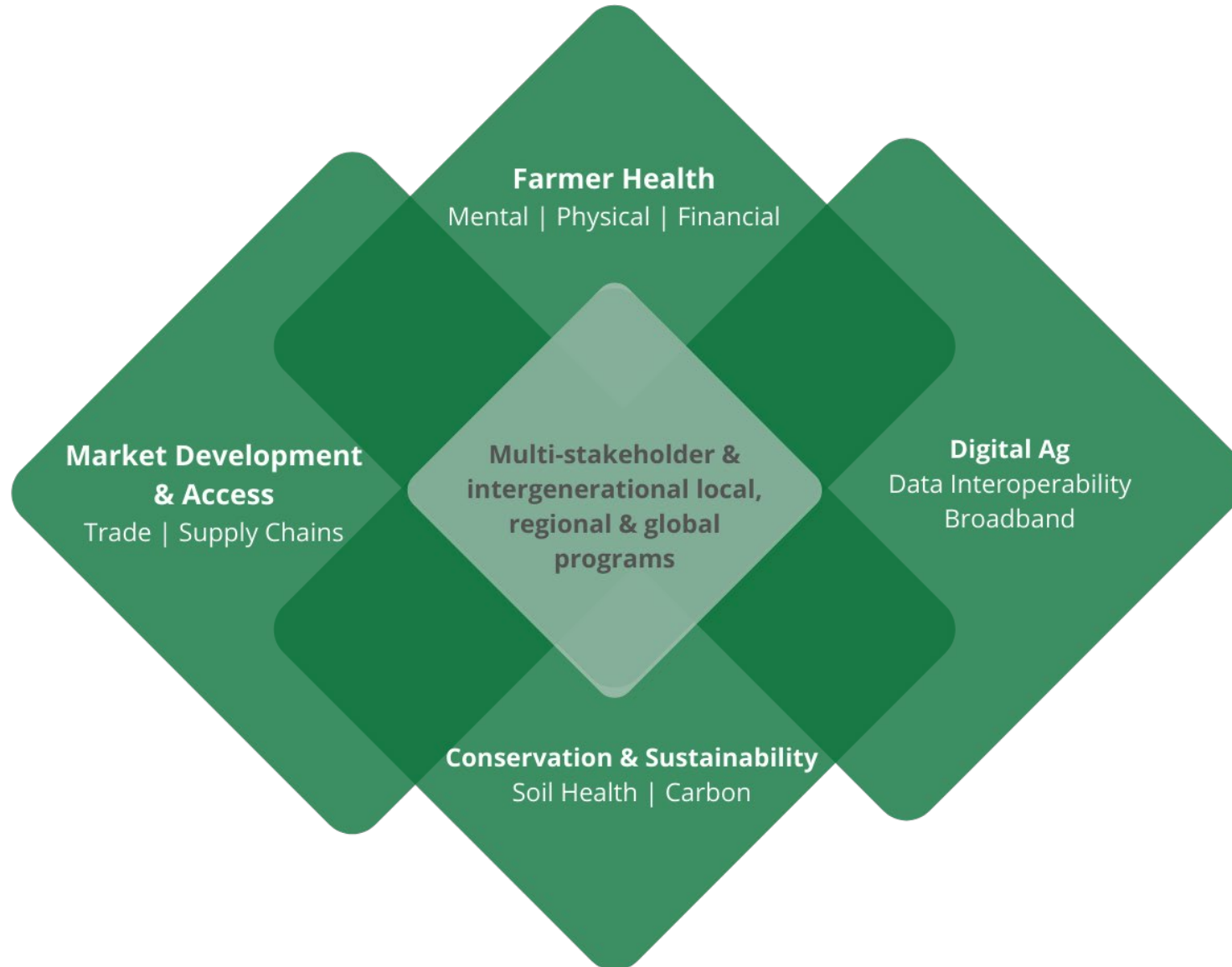
Our **non-partisan, objective approach** allows us to tap into a broad network of **experts** and **change-makers** with diverse experience and perspectives to find **practical solutions** to some of the biggest challenges in food and ag.



# ACCELERATOR FUNNEL



# STRATEGIC PRIORITIES FOR OUR WORK: ACCELERATING PEOPLE & IDEAS





# EXPANDING OUR IMPACT AND SYNERGIES

- Strong connections and relationships via **Round Table**
- Monthly **Forums** expanded audience 2-3X, including ~10-20 countries
- **Cultivator alumni** – recent examples USDA free trade paper and projects
- **US-China Trade project** dinner series and **issue paper** by **Ag Econ Fellow**
- Joint conferences and **Forums** with **Canadian Agri-Food Policy Institute (CAPI)**
- Formation of **Global Forum on Farm Policy and Innovation (GFFPI)** – expanded opportunities with Europe and Australia

# GLOBAL FORUM FOR FARM POLICY AND INNOVATION





# RECENT FARM FOUNDATION ISSUE PAPERS



## The Future of Food and Agriculture Trade with China



## A Primer on Farm to Fork: European Agriculture in Transition



## The U.S. Voluntary Agriculture Carbon Market: Where to From Here?



# Farm Foundation's US-EU Trade Activities



**USDA-EU Trade Collaboration  
Platform on Agriculture  
Delegation, Brussels**



**Talleyrand Ag Trade Policy Dialogues  
series kickoff, Paris**





# OPENING KEYNOTE ADDRESS





# **THE HONORABLE THOMAS J. VILSACK**

**U.S. SECRETARY OF AGRICULTURE**

# QUESTION AND ANSWER

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*Please stand or raise your hand and a microphone will be brought to you.*







# **SESSION ONE: A CONVERSATION WITH FORMER SECRETARIES OF AGRICULTURE**

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**ED SCHAFER**  
**29TH SECRETARY OF AGRICULTURE**



**DAN GLICKMAN**  
**26TH SECRETARY OF AGRICULTURE**



**ANN VENEMAN**  
**27TH SECRETARY OF AGRICULTURE**



**MIKE JOHANNS**  
**28TH SECRETARY OF AGRICULTURE**



# KRYSTA HARDEN

**MODERATOR  
PRESIDENT AND CEO,  
U.S. DAIRY EXPORT COUNCIL**





**KRYSTA HARDEN**  
PRESIDENT AND CEO  
U.S. DAIRY EXPORT COUNCIL



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# QUESTION AND ANSWER

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