OPPORTUNITIES & CHALLENGES FOR INTERNATIONAL TRADE

January 2023 Round Table Meeting



Remember: Round Table is off the record.



JOHN FOLTZ



PROGRAM COMMITTEE CHAIR

Round Table Sponsors

Platinum Presenting Sponsor

IDFA International Dairy Foods Association

Silver Level





Round Table Sponsors

Bronze Level





Next Generation Luncheon and Speaker Sponsor









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





Harrison Clark
University of Tennessee,
Knoxville



Samantha Ayoub
Colorado State University



Jahqethea Z. Johnson University of Nebraska-Lincoln



Kayla Braggs Michigan State University



Jack Long
Oklahoma State
University



Ezra Butcher lowa State University



Inder Majumdar University of Illinois Urbana – Champaign

2023 Ag Scholars



Evan McKay Virginia Tech



Sarah Smith
Texas State University

Farm

Accelerating people & ideas



Jack Myers
University of Arkansas



Jim Teal
University of Wisconsin



David Nason West Virginia University



Annaliese Winton Clemson University



Faith Parum
Texas A&M University



Asamoah Zadok Lincoln University

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 Ortez 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























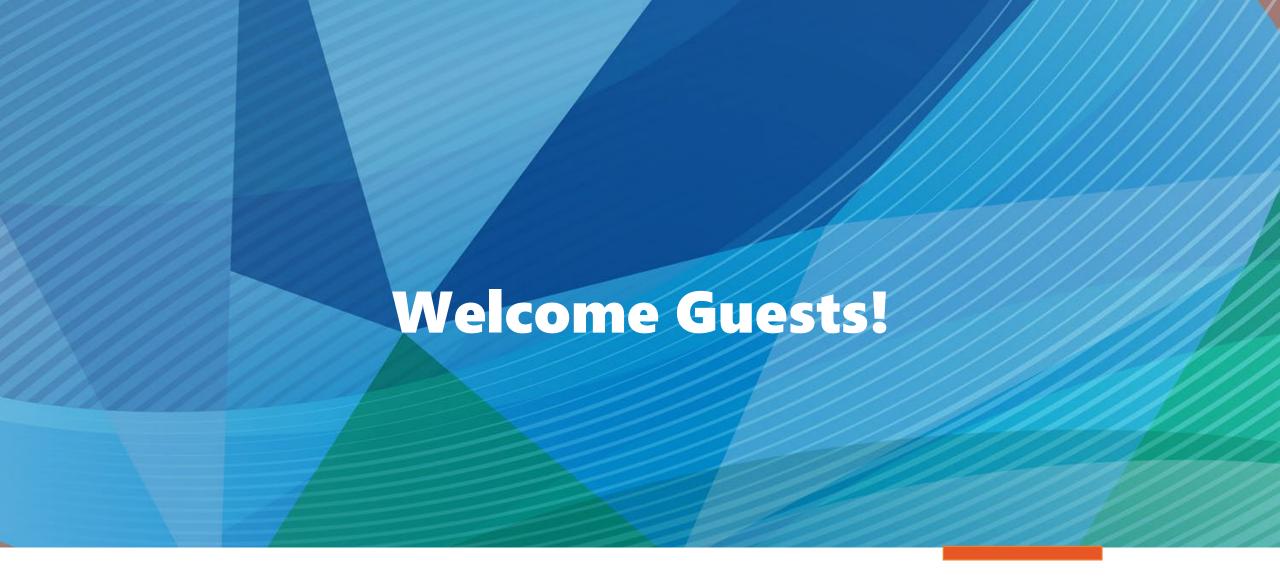














Special Thanks to the Savannah Planning Committee

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







FARM FOUNDATION UPDATES



Remember: Round Table is off the record.



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



CELEBRATING 90 YEARS!



Accelerating people & ideas since 1933



ANCHORED WITH A RICH HISTORY

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

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.

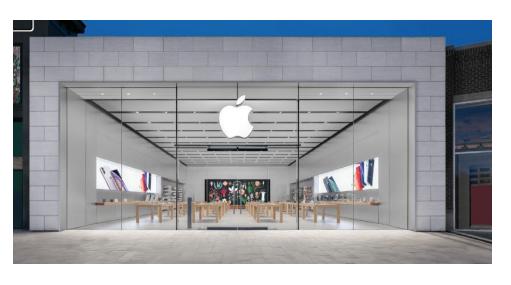


IEC - BUILDING BRAND EXPERIENCES AND ATTACHMENT















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.





ACCELERATING PEOPLE



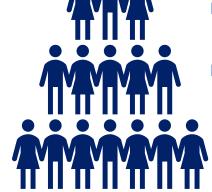
ACCELERATING PEOPLE: CORE PROGRAMS

Round Table

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

Next Generation

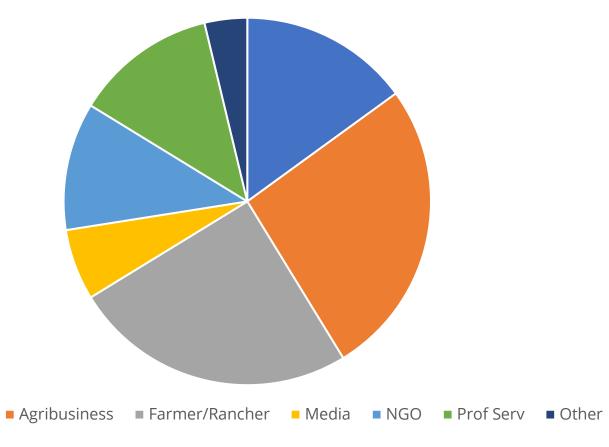
- Cultivators
- Young Farmer Accelerators
- Young Agri-Food Leaders
- Congressional Fellows
- Agricultural Scholars
- Ag Economics Fellow (New for 2021)





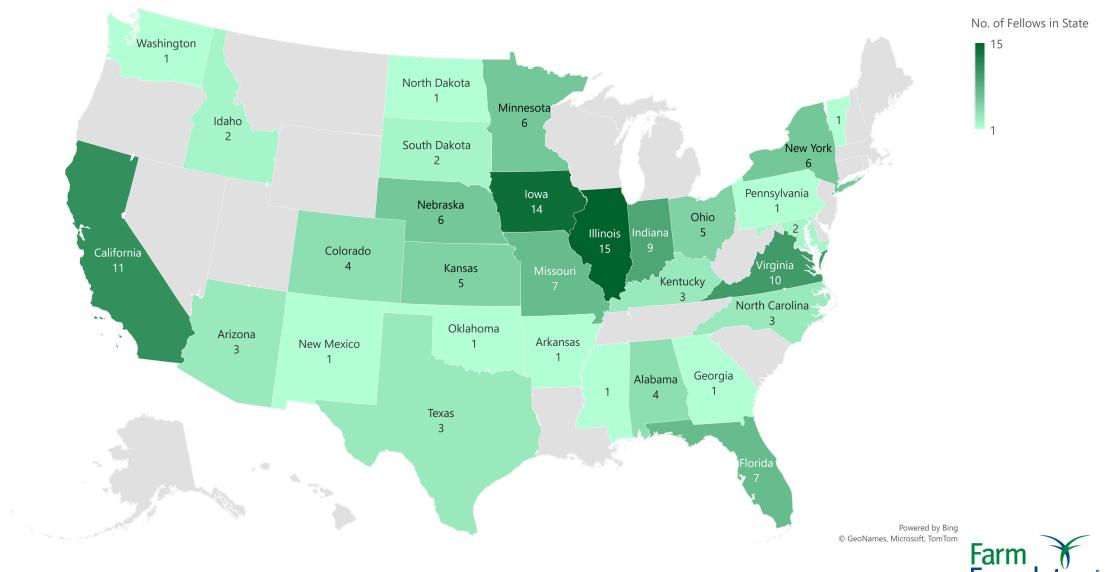
ROUND TABLE FELLOWS DIVERSE SECTORS: FARMERS, AGRIFOOD, AND ACADEMIA TOP

From 2022 Survey of Fellows (n=81)

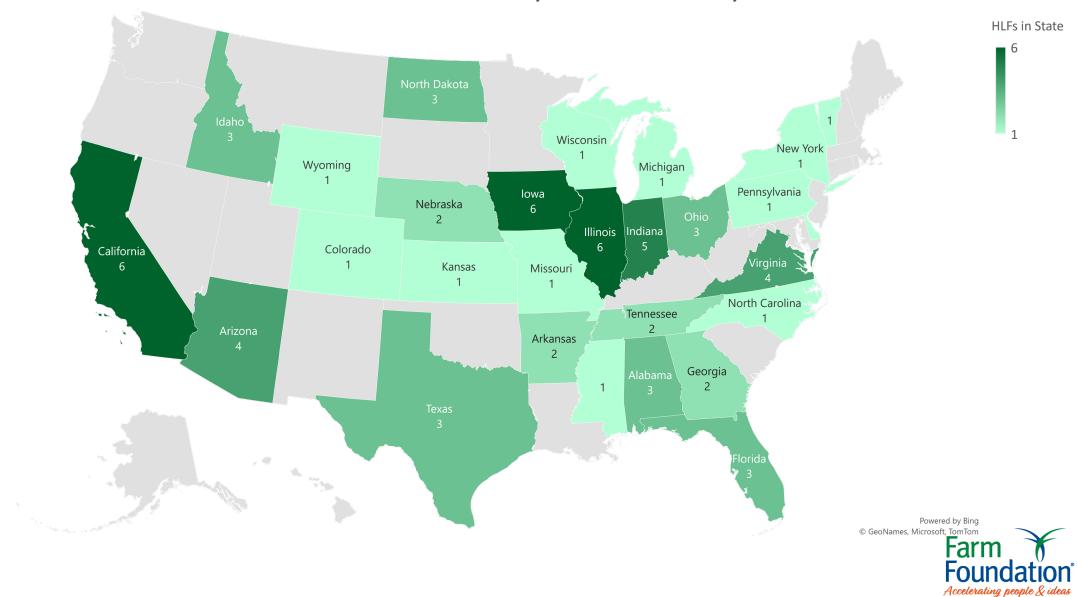




Farm Foundation Round Table Fellows by State



Farm Foundation Honorary Life Fellows by State





NEXT GENERATION PROGRAMS

Farm Foundation has a suite of multistakeholder 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

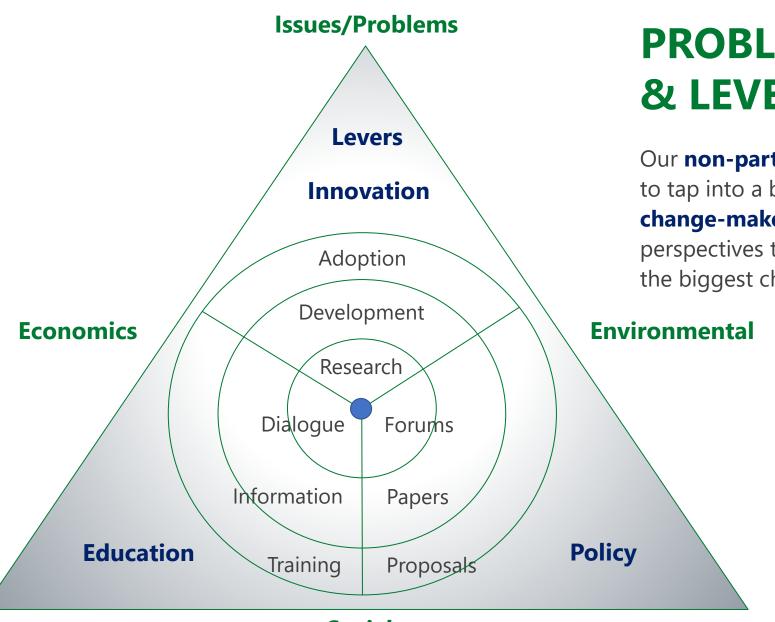
- 121 Cultivators (program began in 2013)
- 33 Ag Scholars (program began in 2020)
- 22 Young Farmer Accelerators (program began in 2020)
- 17 Young Agri-Food Leaders
- Working to build networking opportunities
- Keep them connected to Farm Foundation
- Serving as mentors to Next Generation participants





ACCELERATING IDEAS





PROBLEMS WE ADDRESS & LEVERS WE USE

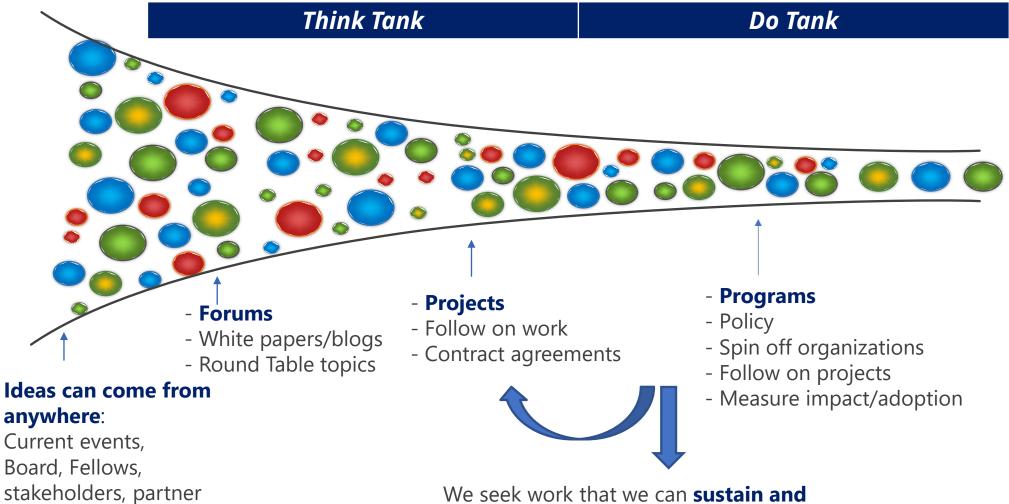
Our non-partisan, objective approach allows us to tap into a broad network of experts and change-makers with diverse experience and perspectives to find practical solutions to some of the biggest challenges in food and ag.



Social

ACCELERATOR FUNNEL

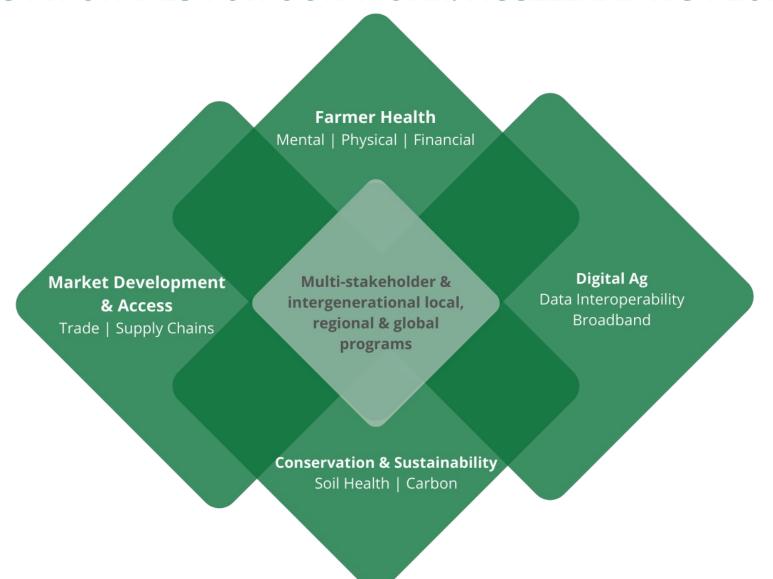
organizations etc.



We seek work that we can **sustain and accelerate**. Some work will be discontinued.



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 Agricultural Trade with China

International trade is critical for U.S. agriculture. Trade boosts U.S. agricultural prices and producer income as domestic production exceeds domestic demand. U.S. agricultural exports are forecast to reach a record breaking \$191 billion in 2022.2 China is the largest market for U.S. agricultural products despite challenges between both countries that resulted in a trade conflict that began in January 2018, U.S. concerns about China's trade and production practices include forced technology transfer, discriminatory licensing, intellectual property (IP) theft, investment restrictions, and subsidies to stateowned-enterprises (SOEs) that are anti-competitive. President Trump confronted China by implementing Section 301 tariffs on solar panels and washing machines, followed by Section 232 tariffs on steel and

continued on page 2

at Colorado State University.

About this Issue Report

This Farm Foundation Issue Report provides a summary of insights gained from agriculture stakeholders on the future of U.S. agricultural trade with China. Farm Foundation partnered with Pinion¹ to convene leaders across the U.S. food and agriculture supply chain to discuss a wide range of challenges and opportunities for the U.S. trade relationship with China. Key themes include the need for trust and stability pressures of increased input prices and supply-chain challenges, food security and production priorities, and trade policy that all affect the affordability and availability of agricultural products alobally. Stakeholders emphatically desire action to improve U.S. agricultural market access and competitiveness



A Primer on Farm to Fork: **European Agriculture** in Transition?

For the last several years, the European Union has begun integrating industrial, agricultural, transportation, environmental, and health policies into an overarching initiative to make Europe the first carbon emissions neutral continent by 2050. It is called the European Green Deal. The agricultural component of this carbon neutral initiative is called Farm to Fork (F2F).1

The Farm to Fork initiative is what the European Commission has described as nothing short of "...an opportunity to reconcile our food system with the needs of the planet."2

Bryant is founder of Bryant Christie Inc., a firm that assists food producers and manufacturers with their international regulatory affairs. He was its chairman from 1992-2022. During those thirty years, Bill was appointed by both Republican and Democratic administrations to advise USTR, USDA, and the Ex-Im Bank on our nation's trade policies In the early 1990's during the creation of the Furonean Union, he was asked by the Commission to provide a US perspective on various agricultural issues.

About this Issue Report

This Farm Foundation Issue Report provides an overview of the EU'S Farm to Fork initiative, its possible impact on agricultural production levels and food prices, and examines some of the issues that will need to be addresse



a necessary gas to sustain life on Earth as a feedstock in the photosynthesis process, excessive amounts of CO2 in the atmosphere creates a greenhouse effect that accelerates global warming.

Mounting pressure from consumers, investors, the green finance movement, and international leaders to reduce the levels of CO2 and other greenhouse gasses (GHGs) in the atmosphere has prompted a growing number of entities to pledge to become carbon neutral or carbon negative over the next decades.1

Plastina is the Farm Foundation Agricultural Economics Fellow and Associate Professor/Extension

Economist in the Department of Economics at Iowa State University

About this Issue Report

This Farm Foundation Issue Report seeks to shed light on multiple voluntary agricultural carbon programs and the contractual implications for participating farmers; discuss current and potential barriers to the development of a voluntary market for agricultural carbon credits, and steps to overcome them: and presents a simplified analysis of four possible scenarios for voluntary

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

The Future of Food and **Agriculture Trade with** China

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









THE HONORABLE THOMAS J. VILSACK

U.S. SECRETARY OF AGRICULTURE



QUESTION AND ANSWER

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





SESSION ONE: A CONVERSATION WITH FORMER SECRETARIES OF AGRICULTURE



Remember: Round Table is off the record.



ED SCHAFER29TH SECRETARYOF AGRICULTURE



ANN VENEMAN27TH SECRETARY OF AGRICULTURE



DAN GLICKMAN26TH 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



ED SCHAFER 29TH SECRETARY OF AGRICULTURE



ANN VENEMAN
27TH SECRETARY
OF AGRICULTURE



DAN GLICKMAN
26TH SECRETARY
OF AGRICULTURE



MIKE JOHANNS
28TH SECRETARY
OF AGRICULTURE



QUESTION AND ANSWER

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