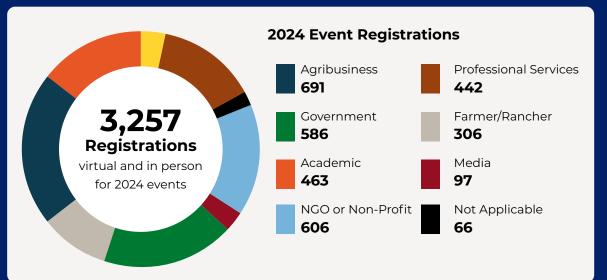






OUR IMPACT





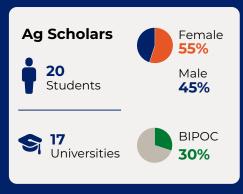
2,238
Registrations
for 6 Farm
Foundation
Forms

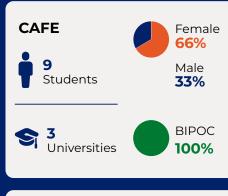
6x Growth in Next Generation Program Participants since 2013

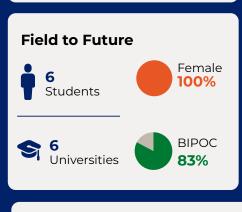
NEXT GEN ALUMNI 2013-2024

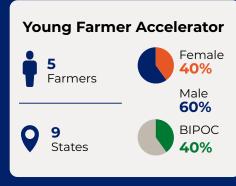
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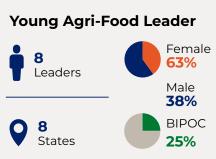
Cultivators 12 Students Male 8% BIPOC 25%

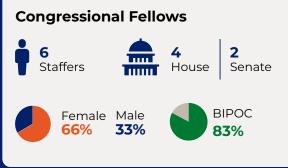














PARTNERSHIPS & COLLABORATION



Achieved over

47% GROWTH IN SPONSORSHIPS

for our 2025 Round Table meetings



100% RETENTION AND 15% INCREASE

of Seeders Corporate Partners



Increased Farm Family Wellness participant use from

> 2 STATES TO +40



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WHAT IS FARM FOUNDATION



Farm Foundation is a 501(c)(3) nonprofit organization dedicated to accelerating practical solutions for agriculture. We serve as a catalyst, driving both people and ideas into action to advance meaningful progress in food and agriculture.

For over 90 years, Farm Foundation has been a trusted leader in bringing together diverse stakeholders to address the most pressing issues facing our sector – what we proudly call our "big tent" philosophy. Our nonpartisan, non-lobbying approach creates a unique space for collaboration, innovation, and actionable solutions.

Who We Are

Farm Foundation works at the intersection of agriculture and society, convening a wide range of voices, from producers and policymakers to researchers and business leaders. Together, we tackle complex challenges such as:

- Trade issues and barriers
- Data interoperability to advance digital agriculture
- Farmer health financial, physical and mental well being
- Increasing understanding about soil health and why it matters for us all





We are not just problem-solvers—we are bridgebuilders. By equipping leaders with the tools and insights they need, we empower them to make informed decisions that drive progress across the food and agriculture value chain.

Farm Foundation remains steadfast in our mission to build trust and understanding in agriculture while fostering the development of ideas and initiatives that create lasting impact. Through our programs, partnerships, and unwavering commitment to collaboration, we are helping to shape a more sustainable and resilient future for agriculture.



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SHARI ROGGE-FIDLER Farm Foundation, President & CEO

The year of 2024 was one of new beginnings and new chapters as we took the first step into our next decade as a 91 year old organization. We also began a strategic new chapter with the grand opening of our Innovation and Education Campus in Libertyville, Illinois. This special place is our new global headquarters, conveniently located 25 miles north of Chicago O'hare airport. Most importantly, it is a place where our mission comes to life - building trust and understanding at the intersection of agriculture and society. We hope you will come visit us there and explore how your organization could benefit by using this unique site or from engaging in one of our programs there!

We continue to hone how we think about and measure our impact. We currently look at both the depth of impact in our people programs and the scale of impact in our projects, achieved through collaboration.

As an accelerator of people and ideas, our people programs had a wonderful year pursuing depth of impact for the participants. Our invitation-only Round **Table community** started the year by gathering in Hawaii on the theme of the business of farming, addressing the reality, resilience and return on investment. In the summer, the Round Table Fellows gathered in Denver to discuss if there is a rural-urban divide and how to address it.

Our **Next Generation programs** continue to thrive, focused on both post high school students through early career leaders, including young farmer and agrifood leaders. These young scholars and young professionals had opportunities to attend Farm Foundation events, select industry gatherings, as well as the mutual benefits linking these young people with mentors. The testimonials from our Next Generation participants confirm the depth of impact, from opening their eyes to the broad opportunities for their careers, to the relationships gained from the experience.

As a think tank/do tank, accelerating practical solutions for agriculture, we continued our portfolio of projects - including our Farm Family Wellness Alliance and our Global Forum on Farm Policy and Innovation. Both of these stand out as examples of how collaboration with our many outstanding partners leads to greater scale of impact. Further details are highlighted in this impact report.

We look forward to 2025 as we continue to advance our depth and scale of impact. We are grateful to our talented staff, dedicated board members, and our many generous partners who make this work possible to deliver results with excellence and impact. Please reach out and explore how you can partner with us to join this momentum.



In September 2024, after almost a year of construction, Farm Foundation proudly opened the doors to our new Innovation and Education Center (IEC) on our farm campus in Libertyville, Illinois. This state-of-the-art facility represents a transformative step forward in advancing our mission of building trust and understanding at the intersection of agriculture and society.

The IEC embodies a place-based purpose, providing an immersive environment where innovation and education converge to bring our mission to life in meaningful ways. By engaging participants directly on-site, we are fostering new ways of learning, connecting, and problemsolving in the food and agriculture sectors.



A Hub for Engagement and Innovation

The Innovation and Education Campus serves as a platform to explore the future of agriculture through hands-on experiences and cutting-edge resources. Here, participants have the opportunity to engage with:

• Emerging Technologies:

From artificial intelligence and advanced data analytics to infield innovations, the IEC provides a space to explore the new tools, approaches and technologies shaping the future of food systems.

Collaborative Learning:

The campus brings together stakeholders across the value chain—producers, educators, policymakers, and industry leaders—to exchange ideas, share insights, and build solutions to agriculture's most pressing challenges.

Real-World Applications:

Through interactive programs and demonstrations, attendees gain practical knowledge and a deeper understanding of how agriculture connects to broader societal needs.



Impact in Action

The IEC has already begun to reshape how people think about and engage with agriculture. From hosting educational workshops and industry roundtables, to showcasing innovations that address food security and climate resilience, the campus is a cornerstone of Farm Foundation's commitment to driving progress and fostering collaboration.

As we continue to grow our programming at the IEC, we are excited about the opportunities this space creates to inspire new ideas, strengthen partnerships, and empower the next generation of agricultural leaders. Together, we are reimagining what it means to engage with food and agriculture—and we are just getting started.



October 23, 2024

hosted first Farm Foundation Board meeting on IEC Campus **Over 150 guests**

visited the IEC in the fall of 2024

64 donors

have contributed to the growing mission of the IEC's place-based purpose



SCAN THE QR CODE FOR INFORMATION ON OUR RENTALS



AG 101 BOOTCAMP

Bridging Knowledge Gaps and Building Connections

The Ag 101 Bootcamp is a transformative program designed to equip professionals particularly those new to agriculture—with a foundational understanding of the sector's practices, challenges, and innovations. This immersive experience aligns seamlessly with Farm Foundation's mission to build trust and understanding at the intersections of agriculture and society, serving as a vital bridge between knowledge and action.



Participating Companies









Through a thoughtfully curated curriculum, the Ag 101 Bootcamp provides participants with:

Comprehensive Learning

Topics span from the fundamentals of crop and livestock production to policy, and financial implications to cutting-edge technological advancements, ensuring a well-rounded perspective on the industry.

Hands-On Engagement

Field visits and interactive exercises immerse participants in realworld agricultural environments, fostering a deeper appreciation for the work that sustains our food systems.

Expert Guidance

Sessions led by seasoned industry professionals deliver critical insights and actionable strategies for addressing today's most pressing agricultural challenges.

The program doesn't stop at education—it creates lasting impact by connecting individuals and organizations across the food and agriculture value chain. Ag 101 attendees gain access to:

Collaborative Networks

Participants engage with peers, mentors, and industry leaders, creating a community of advocates and innovators who are ready to tackle shared challenges.

Empowered Decision-Making

By demystifying agricultural practices and fostering informed conversations, the bootcamp enables participants to drive meaningful change within their roles and organizations.

The Ag 101 Bootcamp is a cornerstone of Farm Foundation's commitment to empowering individuals and organizations with the tools to contribute effectively to agriculture and food systems. By fostering understanding and trust, this program strengthens the connections between diverse stakeholders—from policymakers and agribusiness professionals to community leaders and educators.

At its core, Ag 101 is more than an educational opportunity; it's a catalyst for progress. As participants leave the program equipped with knowledge, connections, and actionable insights, they carry forward Farm Foundation's mission to cultivate collaboration and advance the future of agriculture.

SCAN THE QR CODE TO WATCH OUR VIDEO





These meetings are designed to:

Facilitate Thoughtful Dialogue

Programs encourage robust discussions that deepen participants' understanding of complex issues and inspire actionable insights.

Promote Collaboration

By bringing together diverse perspectives, the Round Table builds connections that strengthen the food and agriculture ecosystem.

Drive Impactful Ideas

Many discussions spark new initiatives or contribute to ongoing Farm Foundation projects, ensuring that the ideas generated have a lasting impact.





A Community of Thought Leaders Advancing the Future

The Round Table exemplifies Farm Foundation's "big tent" philosophy, providing a unique space where leaders from all corners of the agriculture and food value chain can come together. These discussions not only drive understanding and trust but also create actionable ideas that shape the future of agriculture. The ideas that surface at Round Table can lead to further exploration in other parts of Farm Foundation's body of work.

As we look to the future, the Farm Foundation Round Table remains a powerful example of how bringing the right people together in the right forum can lead to progress, innovation, and a more resilient food and agriculture system. Round Table Fellows engage throughout other Farm Foundation programs, frequently serving as mentors, advisors and presenters.

Building on a Legacy of Leadership

The Round Table's history is deeply rooted in Farm Foundation's mission and legacy. Originating from the earliest meetings of the Foundation for American Agriculture, the Round Table was established in 1952 by Charles Dana Bennett to address critical agricultural policy issues. Under Bennett's leadership, these gatherings provided valuable counsel to the Eisenhower Administration and became a trusted platform for addressing the pressing challenges of the time.

Today, the Round Table continues to honor this legacy by convening influential thought leaders to tackle contemporary issues such as sustainability, workforce development, and technological innovation in agriculture.





FARM FOUNDATION

NEXT GENERATION PROGRAMS

Cultivating Leaders for Agriculture's Future

Building Tomorrow's Leaders Today

Since 2013, Farm Foundation's Next Generation Programs have nurtured 284 alumni, equipping them with the skills, knowledge, and networks to lead and innovate in the agriculture and food sectors. In 2024 alone, we engaged 66 participants across seven programs, each designed for personalized depth of impact:

- Cultivators: 12 participants
- · Ag Scholars: 20 participants
- CAFE (Careers in Ag and Food Exploration): 9 participants
- Field to Future: 6 participants
- Young Agri-Food Leaders: 8 participants
- Young Farmer Accelerators: 5 participants
- Congressional Fellows: 6 participants

Through these programs, participants gained real-world experience, professional development, and exposure to the critical issues shaping agriculture today.

Participant Takeaways:

- · Enhanced public speaking and professional skills.
- Connections with farmers, industry leaders, and peers.
- A deeper understanding of agriculture across disciplines.
- Increased confidence in addressing agricultural economics and policy challenges.
- Strengthened networks spanning academia, government, and industry.
- · Exposure to cutting-edge research and global agricultural practices.

"During the cultivator experience, I blossomed in my professional and public speaking development skills. I also learned that my voice matters as a next generation agricultural scholar and researcher in terms of new ideas and perspectives. I also gained much-needed constructive criticism on my current research as well as things to add to it."

- CULTIVATOR

Empowering the Next Generation Across Programs

The full suite of Next Generation programs continues to expand to further align with our mission of accelerating people and ideas. There are a few highlights from additional Next Generation programs at Farm Foundation:



Cultivators:

The program connected participants with influential leaders and critical agricultural discussions. January 2024: Participants attended the Round Table meeting in Hawaii, where they explored "The Business of Farming: Resilience, Reality, and Return on Investment" and toured local agricultural sites. June 2024: Another cohort engaged with leaders in Broomfield, Colorado, addressing the rural-urban divide.

Ag Scholars:

The Ag Scholars program immersed participants in global and domestic agricultural challenges and solutions. Highlights included: Presenting research at the AAEA Annual Meeting in New Orleans. Engaging with policymakers at the USDA Ag Outlook Forum in Washington, D.C. Gaining insights into international agriculture at Scotland's Agricultural Economics Society **Annual Conference**, alongside visits to innovative farms and research centers. Capstone presentations at the USDA, including meetings with senior USDA officials and staff from the House and Senate Agriculture Committees.

Young Agri-Food Leaders:

This group met monthly to learn about each cohort member. The group was able to attend the Farm Foundation Round Table meeting in Colorado that addressed the rural urban divide. They also attended the USDA Ag Labor Conference in Santa Cruz California and toured local fruit and vegetable production.

Young Farmer Accelerators:

This group of leaders meets to learn more about their operation practices and challenges, providing each other insights into advanced farming practices and sustainable agriculture. In addition, these young farmers are paired with a mentor to further develop their network.

Field to Future:

This specialized partnership program with Pepsi-Co Frito Lay was the first of its kind at Farm Foundation. Through this partnership, Farm Foundation assisted with the internship recruitment process and provided cohort support for a select group of students from across the country. These students were also sponsored to attend the Women in Agribusiness Conference.

CAFE Workshops:

Another unique program established in 2024, these career readiness workshops at North Carolina A&T University focused on job search strategies, professional development, agriculture career exploration, and industry networking.

Congressional Fellows:

As this was a key year for the Farm Bill and elections, the Congressional Fellows program provides immersion experiences for congressional staff members through agricultural site tours. This year the group organized in St. Louis, highlighting ethanol research, food production, and agricultural

Next Generation Alumni Network:

In 2024 the Next Generation alumni network continued to grow, and the following alumni were recognized. Dr. Yangxuan Liu Cultivator Alum received the Farm Foundation Emerging Leader Award. Erin Nazetta Young Agri-Food Leader alum was named to the Farm Foundation Board of Directors Fabiola Perez Young Agrifood Leader alum and Young Farmer Accelerator alum Aaron Clark became Farm Foundation Round Table Fellows.



Building Tomorrow's Leaders Today

Launched in 2020, the Farm Family Wellness Alliance expanded in 2024 from a regional program to a national one, designed to provide critical support for farm families and rural communities. Built on a foundation of collaboration, the Alliance brings together key partners to address the mental health and wellness needs of those working in agriculture.

At the heart of this initiative is the farmer-tofarmer platform TogetherAll, an anonymous, peer-driven space where farmers can connect, share experiences, and support one another. By combining resources, expertise, and shared goals, the Farm Family Wellness Alliance has quickly expanded its reach, creating a meaningful impact across the United States.

IMPACT IN ACTION

Broad Reach:

The Farm Family Wellness Alliance is now available in all 50 states with over 16k engagement activities documented in 2024, providing critical resources to farm families where they need them most.

• Collaborative Strength:

The Alliance represents a partnership between leading organizations committed to the well-being of farm families. Below showcases the logos of our valued partners, highlighting the diverse network driving this initiative forward.

• Innovative Solutions:

Through TogetherAll, the Alliance offers a safe, accessible, and supportive platform for farmers to navigate the unique challenges of agricultural life.

Depth of Impact:

Reaching at risk populations with 17% stating had considered suicide recently and 3% stating had attempted suicide recently and 5 interventions by clinical staff.

Advancing Our Mission Through Collaboration

The Farm Family Wellness Alliance embodies Farm Foundation's mission to build trust and understanding at the intersection of agriculture and society. By fostering partnerships and leveraging innovative solutions, this initiative demonstrates the power of collaboration in addressing complex issues.

As the Alliance continues to grow, it serves as a model for how collective efforts can transform lives and strengthen the resilience of our agricultural communities.

































PARTNERS IN **PROGRESS**

The Impact of Farm Foundation's 2024 Seeders Program "Our involvement provides a space to have a seat at the table with other food and agricultural stakeholders. The Round Table meetings bring together diverse perspectives from influential people and organizations to discuss and develop solutions. Farm Foundation's mission also resonates with me and I see this in action as I engage in activities - "our mission is to build trust and understanding at the intersections of agriculture and society." And the organization lives out the core aspects of a "think tank/do tank" model."

— CORPORATE SEEDER PARTICIPANT

Farm Foundation's Seeders program is a dynamic corporate partnership initiative that fosters collaboration and innovation across the food and agriculture sector. Designed to connect organizations with shared goals and complementary expertise, Seeders offers a platform for meaningful engagement with Farm Foundation and with each other.

Through this program, corporate partners gain access to exclusive opportunities to:

Collaborate:

Engage in cross-sector dialogue to tackle pressing challenges in agriculture and food systems.

Gain Insights:

Participate in thought leadership events, roundtables, and workshops that provide actionable insights into industry trends, challenges, and opportunities.

Take Action:

Leverage Farm Foundation's programs and network to implement initiatives that drive sustainable growth, innovation, and social impact.

The Seeders program is more than a partnership it's a catalyst for change. By joining, organizations become part of a trusted network dedicated to advancing agriculture and addressing critical issues such as food security, climate resilience, and workforce development.

Seeders partners are integral to Farm Foundation's mission of building trust and understanding at the intersections of agriculture and society. Together, we are cultivating solutions, fostering innovation, and driving meaningful progress.

KEY POINTS:

- Seeders participated in four virtual "Seeder Summits" to promote collaboration opportunities, discussion, and learning.
- A highlight was the "Next Generation" panel in December. During this summit, Seeders had the opportunity to engage and ask questions to a panel of Next Generation participants and alumni to explore what the next generation workforce is looking for in employers and company culture.
- To date, we have 15 Seeders engaged with Farm Foundation and have welcomed new Seeders in 2025.





















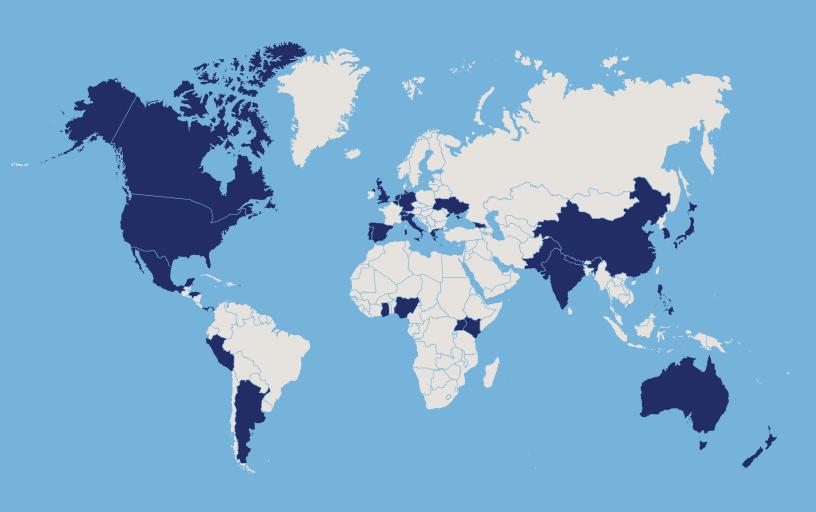












FORUM GLOBAL FOOTPRINT - 32 COUNTRIES REACHED

Argentina, Australia, Belgium, Canada, China, Georgia, Germany, Ghana, Greece, Honduras, India, Italy, Japan, Kenya, Mexico, Nepal, Netherlands, New Zealand, Nigeria, Pakistan, Panama, Peru, Philippines, Portugal, Puerto Rico, Spain, Republic of Korea, Switzerland, Uganda, Ukraine, United Kingdom, United States





Expanding Horizons Through Forums

Our legacy Forums program had a banner year, engaging stakeholders across the globe. These Forums serve as critical spaces for dialogue, bringing together diverse perspectives to explore solutions to the most pressing issues in agriculture.

Highlights from 2024:

- The DC Forum provided thought leadership on emerging policy and innovation topics, convening experts and stakeholders from around the world.
- Forums addressed key themes such as sustainable agriculture, climate resilience, and global trade policy, sparking actionable ideas and collaboration.



SCAN THE QR CODE TO VIEW OUR DC FORUM



Driving Global Trade Collaboration

In 2024, the Global Forum on Farm Policy and Innovation convened in Washington, DC, bringing together leaders from across the world to address critical trade policies and their role in sustainable agriculture.

Key Outcome:

The Global Forum produced a white paper reflecting the points raised in the workshop, including the urgent need for trade policies that foster sustainability and resilience in agriculture. This work underscores Farm Foundation's commitment to advancing practical solutions for a more interconnected and sustainable global food system.

Collaboration with USDA to **Foster Global Engagement**

Farm Foundation also partnered with the USDA Foreign Agricultural Service (FAS) and the Collaboration Platform for Agriculture (CPA) to enhance international cooperation and policy development.

- These partnerships enabled critical discussions to understand where there are differences in approaches to trade policy, the regulatory environment and other aspects of the food value chain, including packaging.
- · Visits to farms in the US and EU helped build understanding about different practices and innovations.

A Mission with Global Reach

Farm Foundation's mission to build trust and understanding at the intersection of agriculture and society transcends borders. By engaging with stakeholders worldwide, we continue to advance innovative solutions and inspire progress in agriculture for the benefit of all.







Advancing Trade for a Sustainable Future

Farm Foundation's Global Forum on Farm Policy and Innovation (GFFPI) continues to serve as a cornerstone for advancing practical solutions at the intersection of global trade and sustainable agriculture. In 2024, the GFFPI convened a diverse group of leaders, policymakers, and innovators in Washington, DC, to explore the critical role of trade policies in addressing the challenges of a rapidly changing agricultural landscape.



Rethinking Trade for Sustainable Agriculture

The 2024 GFFPI culminated in the release of a pivotal white paper, "Rethinking Trade for Sustainable Agriculture in a Changing World," which emphasized:

• Trade Policies as Tools for Sustainability Highlighting the need for policies that balance economic growth with environmental stewardship and social equity.

Building Resilience

Addressing the necessity of trade systems that can adapt to climate change and other disruptions while ensuring food security.

Innovation in Policy and Practice

Encouraging collaboration among global stakeholders to implement forward-thinking strategies that drive sustainable agricultural practices.

Alignment with Farm Foundation's Mission

The work of the GFFPI directly aligns with Farm Foundation's mission to build trust and understanding at the intersection of agriculture and society by:

Driving Dialogue:

Bringing together diverse voices to discuss and shape trade policies that impact global agriculture.

Equipping Leaders:

Empowering stakeholders with insights and actionable strategies to create meaningful change.

Advancing Practical Solutions:

Providing a platform for innovation and collaboration that addresses both global and local challenges in agriculture.





WAYS TO CONNECT

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