

Farm
Foundation®
Accelerating people & ideas



IMPACT REPORT

2025



A MESSAGE FROM OUR LEADERSHIP

Impact in agriculture happens when things change – by building understanding, by transforming lives and by growing solutions. The 2025 Impact Report shows how Farm Foundation proudly leverages our **92 years of trust**, fueled by our passion for agriculture and in collaboration with our partners, to do exactly that.

2025 was a year of momentum as we experienced our first full year in our new home in **Libertyville, Illinois**. Over the course of the year, **we welcomed over 500 people to our Innovation and Education Campus** to build understanding about agriculture. We launched our “policy innovation sandbox” to cast a vision for resilient agriculture by gathering on our Campus with former USDA Secretaries of Agriculture Johanns, Vilsack and Perdue, demonstrating our commitment to non-partisan dialogue and solutions.

We continued to invest in people to transform lives through our **Round Table Fellows** program featuring **200 senior leaders** in food and agriculture and our **Next Generation programs with 300 alumni**. Our Fellows gatherings in 2025 focused on innovations from gene editing to artificial intelligence. And we welcomed our young and mid-career alumni to our farm campus for our first alumni summit for professional advancement and community building.

Our **new farmer program, FarmPath**, expanded to include more partners, with the Mosaic Company Foundation for Sustainable Food Systems committing to three years of funding to reduce barriers for beginning farmers. We are grateful for our partnership with The PepsiCo Foundation for two of our leadership programs, Field to Future and FarmPath, and are excited to bring in the first class of up to **300 new and aspiring farmers** in 2026.

Collaborations like these are core to our impact and ability to scale solutions for agriculture. In 2025 we were proud to grow our **Farm Family Wellness Alliance** with over 10 partner organizations to reach all **50 states** and **over 1,000 farm families** for critical mental health and well-being services.

The global alliance we founded to focus on trade, sustainability and innovation, the Global Forum on Farm Policy and Innovation (GFFPI), continued its work in 2025 through a dialogue paper, “Finding Common Ground in a Divided World.” GFFPI held a series of dialogues to seek bridges to solutions for more robust trade markets, a top-of-mind issue for farmers.

We look forward to the opportunities that lie ahead as we continue **to build a future for farmers, our communities, and our world**. We are grateful to our partners who make this possible. Please reach out and explore how you can get involved to advance a brighter future for agriculture.

Sincerely,

Shari Rogge-Fidler
President and CEO

Cheri De Jong
Chair, Board of Directors
Farm Foundation



Shari Rogge-Fidler



Cheri De Jong

WHO WE ARE

Farm Foundation is an independent, nonpartisan organization invested in building a vibrant future for food and agriculture.

We bring together people with diverse perspectives to exchange ideas, spark collaboration, and turn insight into action. Our work lives at the intersection of research, policy, practice, and lived experience.

Mission

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

Vision

A future for farmers, our communities, and our world

Values

We value:

- Integrity and respect for individuals
- Listening for understanding
- Objectivity, non-political, non-lobbying
- All people, perspectives, and ideas
- Constructive, evidence-based dialogues
- Innovation, education, and policy
- A culture of gratitude for, and stewardship of, our resources

Farm Foundation creates impact by bringing people together across differences, grounding conversations in research and lived experience, and supporting the relationships that turn insight into action.



IMPACT METRICS

In 2025, Farm Foundation's impact continued to grow across communities and geographies.

Placed-Based Purpose: # of Guests to our new Campus

2022

21

Pre-construction

2023

154

Groundbreaking

2024

199

Grand-Opening

2025

500

Education, Leadership Development, Hands-on Learning

Growing Impact: Next Gen Groups and Alumni

2013

1

Program

6

Participants

2025

9

Programs

300+

Alumni

Supporting Farm Families: Farm Family Wellness Alliance

2022

2

Partners

1

State

2025

15

Partners

50

States

1500

Registrants

2025 Engagement and Reach

21

Events

Virtual & In Person

2,300+

Event Attendees

Virtual & In Person

30

Countries

Global Reach

39,458

Total Subscribers

Across Email & Social Media

SIGNATURE PROGRAMMING

Farm Foundation Round Table



Round Table brings people together for honest, thoughtful conversations about the future of food and agriculture. Leaders from across agriculture, policy, business, and academia gather in a setting designed for listening, learning, and respectful challenges.

In 2025, these conversations explored resilience, automation, and what it will take to build agricultural systems that can adapt and endure.

The impact of these gatherings is clear.

Ninety-six percent of participants reported their understanding changed somewhat or significantly, and **ninety-eight percent** said they were likely to apply what they learned in their work or personal lives.

“

The session was the clearest, most positive value proposition explanation I've seen for practical AI adoption in U.S. food and agriculture.

”



96%

of participants reported their understanding changed somewhat or significantly



98%

said they were likely to apply what they learned



SIGNATURE PROGRAMMING

Summits and Policy Convenings



Farm Foundation’s summits and policy convenings create focused space for exploring complex challenges and considering what comes next. These gatherings bring together thought leaders and practitioners to test ideas, examine tradeoffs, and think creatively about the future of food and agriculture.

In 2025, Farm Foundation hosted three events across the country exploring the policy innovation sandbox and the role Farm Foundation can play in supporting meaningful progress.

“ I highly value being able to connect with thought leaders to talk through the challenges facing agriculture. ”

Shaping a Resilient Future for Food and Agriculture

In May 2025, Farm Foundation convened a diverse group of leaders from across the agriculture sector to explore what resilience means for the future of food and agriculture and to identify practical pathways forward.

The resulting paper, **“Reimagining the Future of U.S. Agriculture: Insights from the Farm Foundation 2025 Summit,”** authored by Farm Foundation’s Agricultural Economic Fellow, Dr. Sunghun Lim, synthesizes insights from the summit and outlines a resilient framework focused on policy innovation, vibrant rural communities, and evolved extension networks.

This paper captures both the collaborative vision and actionable priorities for strengthening the U.S. food system in the face of change and uncertainty, providing a foundation for ongoing progress.



Learn More



SIGNATURE PROGRAMMING

Next Generation Programs



Farm Foundation's Next Generation Programs are a long-term investment in people. Through a connected ecosystem of programs and ongoing alumni engagement, students and emerging professionals are supported not just at a single moment, but across the entire span of their careers.

Farm Foundation's first Next Generation program, Cultivators, was launched in 2013 with six program participants. Today, Farm Foundation manages **nine Next Generation programs** and supports a growing network of **more than 300 emerging leaders** in food and agriculture.

In 2025, this community came together in a new way with the first-ever Next Generation Summit at the Innovation and Education Campus, welcoming **40 alumni** for learning, reflection, and connection.

“

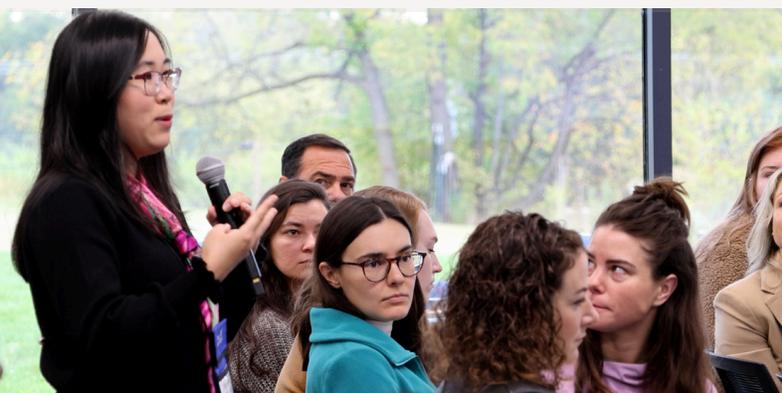
The leadership training helps me in the next stage of my career as I pursue leadership opportunities.

”



2013 1 program launched with **6** participants

2025 9 programs supporting **300+** emerging leaders



SIGNATURE PROGRAMMING

Farm Foundation Forums

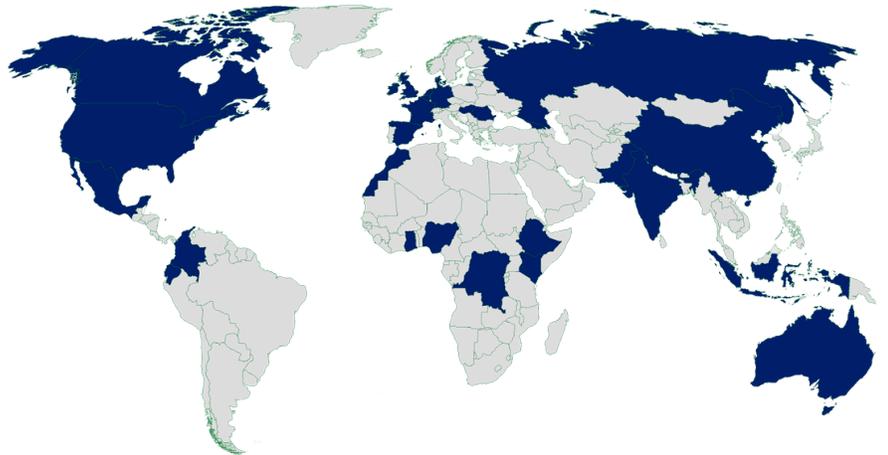
Farm Foundation Forums extend conversations beyond the room, connecting people across geographies through virtual and hybrid experiences. Forums invite global audiences to explore timely issues shaping food and agriculture, creating space for diverse perspectives to meet and inform one another.

In 2025, Farm Foundation hosted **seven Forums** with **2,150 total registrations** representing **30 countries**, reinforcing the power of shared learning across borders.

“

I just want to compliment the Foundation on its balanced panel of speakers. The moderator asked thoughtful questions. When attendees are exposed to a range of beliefs, our own become sharper and more enriched.

”



Ag 101 Bootcamps

Ag 101 Bootcamps offer immersive, two-day learning experiences that help participants better understand how modern agriculture works. Through a mix of expert insights, hands-on demonstrations, and time on the farm, participants explore economics, policy, innovation, and sustainability in ways that bring complex systems to life.

The learning impact is tangible. **One hundred percent of participants reported significant learning gains.**

“

I really enjoyed being with others in agriculture who are in a different place within the value structure.

”



SCALING IMPACT THROUGH PARTNERSHIPS

From Crisis Response to National Reach: Farm Family Wellness Alliance

In August 2020, Farm Foundation convened partners from across food and agriculture to respond to a growing mental health crisis in rural communities. The Farm Family Wellness Alliance was formed around a shared commitment to ensure farm families had access to meaningful, stigma-free support. Farming is one of the most stressful occupations in the country, shaped by extreme weather, financial uncertainty, volatile markets, labor shortages, and isolation. Farmer suicide rates are two to five times higher than the national average, yet barriers to seeking help remain high.

Alliance partners moved quickly from dialogue to action. In 2024, the Alliance launched a national crisis hotline and partnered with Togetherall to offer an anonymous, peer-to-peer mental health community tailored to farmers and their families.

By 2025, Togetherall reached nearly **1,500 registrants across all 50 states**, with **82 percent** of farming respondents reporting that the platform was helpful for their mental health.

As the initiative grew, Farm Foundation worked with partners to ensure the model could scale sustainably. Stewardship of the Farm Family Wellness Alliance transitioned to the American Farm Bureau Federation, an organization well positioned to expand reach and deepen impact nationwide.

Today, Alliance members continue working together, using collaboration as a tool to address complex challenges across food and agriculture.

What began as an urgent response has become a model for how collaboration, shared leadership, and intentional partnership can turn insight into lasting impact.



15 alliance partners



1,500 registrants



50 states

SCALING IMPACT THROUGH PARTNERSHIPS

Global Collaboration: Trade, Sustainability, and Innovation in Action

In a world where food and agriculture challenges do not stop at national borders, progress depends on how nations navigate trade, advance sustainability, and accelerate innovation. Open markets create opportunity for farmers. Sustainable practices protect the land and resources that make production possible. Innovation helps agriculture adapt to climate pressures and rising global demand. Together, these forces are shaping the future of agriculture worldwide.

That focus sits at the heart of the Global Forum on Farm Policy and Innovation, or GFFPI. Founded in 2022 by Farm Foundation, Australian Farm Institute, Canadian Agri-Food Policy Institute, and Forum for the Future of Agriculture, GFFPI brings together trusted institutions to explore how trade, sustainability, and innovation intersect across global agrifood systems.

Through collaborative dialogue and shared research, the forum surfaces common challenges and identifies practical pathways that strengthen resilience, competitiveness, and long-term food security.



A recent joint effort, *Finding Common Ground in a Divided World*, highlighted how much policymakers, researchers, and industry leaders share despite operating in different geographies and systems.

By creating space for these conversations, Farm Foundation extends its role as a trusted convener onto the global stage, helping ensure agricultural policy is informed by diverse perspectives and grounded in long-term sustainability.

GFFPI shows what is possible when people come together across sectors, roles, and borders. Progress happens when shared challenges are met with shared commitment, and when collaboration becomes the foundation for shaping the future of food and agriculture worldwide.



[Learn More](#)



PLACE-BASED PURPOSE THE INNOVATION & EDUCATION CAMPUS



The Innovation and Education Campus is a living expression of Farm Foundation's mission.

In its first full year, the Campus hosted summits, bootcamps, Forums, and community events, welcoming over **500 people** from across the country and around the world.

It is a place designed to slow down, think deeply, and immerse yourself in a space where you can see agriculture in practice.

Campus Rentals Available

The Innovation and Education Campus is available for rental by organizations seeking a unique setting for meetings, retreats, and trainings.

Our campus, located in Libertyville, IL, offers an immersive, food- and agriculture-focused environment with flexible spaces in the Innovation and Education Center, historic farmhouse, and restored barn.

“
Being on the farm brings the material to life.
”



[Learn More](#)



LOOKING AHEAD

In 2026, Farm Foundation is launching FarmPath, its new Next Generation program

FarmPath is a national program designed to create a more resilient, diversified, and innovative farming community. The program aims to strengthen rural economies, support food security, and promote a flourishing future for American agriculture.

With the average U.S. farmer nearing retirement and barriers to entry rising for young farmers, FarmPath addresses a critical need: making farming a viable opportunity for the next generation.

Thank you to our partners at The Mosaic Company Foundation for Sustainable Food Systems and the PepsiCo Foundation for their generous support in enabling this program.



[Learn More](#)



Farm Foundation Ag 101 Bootcamps, Ag Labs, and Food Labs

Ag 101 Bootcamps

Two days
Full system view

A comprehensive introduction to the food and agriculture value chain, from production and soil health to policy, innovation, and what's next.

Ag Labs

One day | One topic
Deep dive

Focused exploration of a timely agricultural issue through expert insight and hands-on learning

Food Labs

One day
Focused exploration

Dive into food systems, consumer trends, innovation, and policy shaping the future of food.

Looking for a custom experience?

Farm Foundation can design a tailored Bootcamp or Lab for your organization at our Libertyville campus.

[Learn More](#)



WAYS TO GIVE

Your support makes this work possible



Philanthropic contributions allow Farm Foundation to remain independent and responsive while supporting programs, people, and ideas that move agriculture forward.

Types of Giving:

Unrestricted Giving

Unrestricted gifts give Farm Foundation the flexibility to respond to what matters most, when it matters most. These funds support our core work, allowing us to act quickly on emerging issues, invest in promising ideas, and keep our Campus and programs accessible to diverse voices.

Example: An unrestricted gift might help launch a new pilot, bring unexpected voices into a critical conversation, or support the behind-the-scenes work that turns ideas into action.

Restricted Giving

Restricted gifts allow donors to direct their support to a specific program, initiative, or area of impact that matters most to them. This ensures your contribution advances a cause you care deeply about while helping Farm Foundation deliver focused, high-impact work.

Example: A restricted gift could support Next Generation programs, an Ag 101 Bootcamp, FarmPath, or the Farm Foundation Campus.

Planned Giving:

A bequest is a powerful way to invest in the future of food and agriculture beyond your lifetime. By including Farm Foundation in your will or estate plan, you help ensure long-term stability and the ability to support future leaders, ideas, and solutions for generations to come.

Example: A planned gift can create lasting support for leadership development, learning opportunities, or the continued growth of our Education and Innovation Campus.

Donate Now



For more information or to explore partnership opportunities, contact Shannon Sweetnam, Director of Development shannon@farmfoundation.org

GRATITUDE & RECOGNITION

With Gratitude to Our Supporters

Farm Foundation extends its deepest thanks to the individuals, organizations, and partners who supported our work in 2025. Your generosity, leadership, and commitment made it possible for Farm Foundation to advance meaningful dialogue, trusted research, and collaborative action across the food and agriculture system.

Because of your support, Farm Foundation strengthened connections across sectors, elevated diverse perspectives, and delivered programs that address critical issues including food security, climate resilience, workforce development, and public trust in agriculture. Every contribution—financial, strategic, and collaborative—helped expand our reach and deepen our impact. We are profoundly grateful to all who stood with Farm Foundation this year and helped move our mission forward.

Seeders: Catalysts for Impact Across All Programs

Farm Foundation's Seeders Program is a cornerstone of our corporate engagement and a powerful driver of impact across every Farm Foundation program. Seeders are more than sponsors—they are trusted partners who bring insight, expertise, and leadership to the table, helping shape the conversations and solutions that define our work.

Through the Seeders Program, corporate partners collaborate with Farm Foundation and with one another to address complex challenges facing food and agriculture.

Seeders contribute to cross-sector dialogue, participate in thought leadership opportunities, and support initiatives that turn ideas into action. Their engagement strengthens Farm Foundation's ability to convene, inform, and inspire—ensuring our programs remain relevant, forward-looking, and impactful.

Seeders play an integral role in advancing Farm Foundation's mission of building trust and understanding at the intersections of agriculture and society.

2025 Seeders



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