“DURING THIS MILESTONE YEAR, WE SINCERELY EXPRESS OUR GRATITUDE TO THE farmers, students, policymakers, partners, and board members we work with each day to fulfill our mission.”

As Farm Journal Foundation enters into our 10th year of impact, we are proud to be part of a community that has made tangible strides to strengthen U.S. agriculture and to elevate agricultural development programs around the world. At the same time, we understand that we live in a world with stunted potential because all people do not have access to affordable, wholesome food. Today, 1 in 9 people do not have enough to eat, the rate of chronic disease is rapidly growing due to poor nutrition, and the natural resources necessary to support an adequate food system are at risk. Only agriculture has the unique global platform capable of solving these injustices.

From our inception in 2010, the Foundation has brought the expertise of U.S. agriculture to the national policy table, providing a platform for diverse stakeholders across the value chains of food, nutrition, and innovation to contribute their knowledge and ideas to nourish a growing global population. Our team looks to the future with great optimism and hope because we know the potential of people, communities, and economies can be realized through agriculture.

During this milestone year, we sincerely express our gratitude to the farmers, students, policymakers, partners, and board members we work with each day to fulfill our mission of meeting the vital needs of a growing global population through agriculture.
Farm Journal Foundation is dedicated to achieving global food security by sustaining modern agriculture’s leadership role and ability to meet the vital needs of a growing population. Founded by support from Farm Journal Media in 2010, Farm Journal Foundation functions as an independent, non-partisan organization. Today, one in every nine people around the world suffers from hunger. Additionally, two billion people lack regular access to nutritious and sufficient food. Over the next three decades agricultural productivity must increase by 70% to meet the nutritional needs of the projected global population. Most of the increased food demand will come from the least-developed countries, where productivity is currently low.

Farm Journal Foundation works to advocate for U.S. leadership to support economic development in these key regions through agriculture. The Foundation works with key influencers to help them understand the value of support for agricultural development programs, investments in agricultural research and development, and global nutrition, to spur economic growth and global stability.

**OVERVIEW**

OVER THE NEXT THREE DECADES AGRICULTURAL PRODUCTIVITY MUST INCREASE BY 70% TO MEET THE NUTRITIONAL NEEDS OF THE PROJECTED GLOBAL POPULATION.

**MISSION**

FARM JOURNAL FOUNDATION IS A NONPROFIT ORGANIZATION DEDICATED TO ACHIEVING GLOBAL FOOD SECURITY BY SUSTAINING MODERN AGRICULTURE’S LEADERSHIP ROLE AND ABILITY TO MEET THE VITAL NEEDS OF A GROWING POPULATION.

**HOW WE WORK**

THOUGHT LEADERSHIP
Identifying emerging issues in agriculture and developing thoughtful policy recommendations

CAPITOL HILL ENGAGEMENT
Developing champions for agriculture and achieving tangible systemic outcomes through policy and advocacy

EDUCATION OUTREACH
Engaging students, consumers, and influencers about the role of agriculture in feeding the world

LEADERSHIP DEVELOPMENT
Building capacity in the next generation to be effective leaders

COALITION BUILDING
Bringing together change makers from diverse sectors to advance key issues
Farm Journal Foundation is proud to be one of the only organizations to bring a network of engaged farmers and producers to the center of the conversations around agricultural innovations and nutrition.

A farmer in the U.S. today feeds 155 people annually, whereas a farmer two generations ago fed just 19. This successful growth was made possible in large part through the research and innovations brought to the field level by the U.S. Land Grant University System. As the world’s population continues to increase by more than two billion people by 2050, expanded nutritional needs will require farmers and producers around the world to rise to the challenge of producing more food while mitigating the impacts of water scarcity, a changing climate, and constraints on arable land.

Farm Journal Foundation’s Farmer Ambassador program engages farmers and producers from across the country as advocates and champions, supporting and encouraging investment in modern agricultural developments to ensure access to food and nutritional security for all people. Farmer Ambassadors host more than 100 meetings each year with national-level policymakers, author influential op-eds for state and national-level publications, engage with thought leaders on widely attended panels, and demonstrate the necessity for responsible, technology-based agricultural solutions.

The Farmer Ambassador program builds a coalition across the agriculture community to connect the role of modern agriculture and U.S. farmers to the empowerment of smallholder farmers in emerging economies.
Today 98% of the citizens in the U.S. do not actively engage in agriculture, with the majority being several generations removed from any direct connection to farming. This separation from agriculture creates an environment of misunderstanding about the origin of food, the way farmers and ranchers manage their operations, the importance of agriculture to the U.S. economy, and the variety of practices that are utilized to create safe, affordable nutrition for all.

For a decade, Farm Journal Foundation has engaged with diverse stakeholders to bring the story of agriculture to life through multi-modal exhibitions and outreach programs. Agriculture Through the Voice of the Farmer Garden is a living classroom that was launched in 2019 through a cooperative agreement with USDA’s Agriculture Marketing Services. This exhibit is anchored by a permanent garden space located adjacent to the Jamie L. Whitten Building on the USDA campus and the National Mall.

The Foundation transformed this green space into a tangible representation of the U.S. agriculture economy through raised beds, containers, and small “fields” which hold dozens of varieties of fruits, vegetables, grasses, herbs, row crops, and pollinator habitats. Year round, in-person or online visitors can engage in a walking tour around 12 plots in the garden as narrated by farmers who discuss the crops being grown and the importance of agricultural innovations and technologies that make feeding a growing population possible.

Every Friday from May – October, the Voice of the Farmer Garden is co-located with the highly popular USDA Farmer’s Market and expands its educational footprint to include tent-covered kiosks with touchscreens that offer additional information and engagement. Friday visitors are encouraged to test their knowledge of modern agricultural practices and learn about the culture of farming—from living in a rural community to stewarding the land, and the ever-growing role of women in agriculture.

The Voice of the Farmer Garden is staffed by Garden Ambassadors who are local college students that have been specially trained through the Foundation’s established leadership development programs. At the garden these ambassadors engage with visitors, host VIP delegations, and manage the exhibit.

At a time when consumers are more interested than ever in how their food is grown, the Voice of the Farmer Garden connects modern agriculture to consumers in a way that is impactful and memorable.
Farm Journal Foundation’s university engagement program is an education and advocacy program designed to engage university students on their college campuses. The program reaches future voters, consumers, and community leaders, educating them on the necessary role of modern agriculture in creating affordable, accessible, and nutritious food for a growing world.

University partnerships are carefully selected based on the unique opportunities of each community. Each semester the Foundation engages with a diverse range of institutions including Ivy League institutions, liberal arts colleges, large state universities, and land grant universities.

Through this program the Foundation has engaged with over 3 million students across more than 250 university campuses and other venues. The goal of the university engagement program is to create future champions for agriculture by providing experiential learning, leadership development opportunities, and to offer what is often student’s first opportunity to directly advocate to national-level policymakers.
“What makes this University stand out as one of the most notable campuses is the love that each student, teacher, and staff member expressed for their community. Not only did many take the time out of their day to stop by the exhibit to learn more about hunger and agriculture, but the University also provided transportation for students and community members to engage with the Foundation.

Our biggest presence at the exhibit was Guy Trammel, the Director of the Macon County Food Pantry, who arranged for Tuskegee students to set up a meal packing table at the exhibit. Guy brought in community members from other organizations and is an obvious force of nature in the local hunger and education community.

Although a small school, Tuskegee is a favorite campus for the university engagement program. The community’s presence and engagement reminded everyone why the program is so important—not only to educate students and future leaders on the importance of global food security but to learn from the individuals that make a difference in their hometowns each and every day.”

LINA WALZ SALVADOR
FARM JOURNAL FOUNDATION PROGRAM MANAGER

Additionally, the Foundation’s university ambassadors, who run on-site university engagement, experience an opportunity to spearhead on-campus education and advocacy efforts. For nearly a decade, the Foundation has created an alumni group of over 50 leaders who have utilized their training to become key leaders, advocates, and communicators for agriculture, hunger, and global food security.

This mobile program is a key element to engaging a population who uses their currency of thought, talent, and voting to drive the future of food and global food security.

“Being an ambassador with Farm Journal Foundation taught me how to have productive conversations with a variety of people, even those whose viewpoints differed from my own. Developing skills to engage with many people from all walks of life has really helped me see the value of a diverse and inclusive workplace, and I continue to advocate for that in the agricultural industry and beyond.”

ANNA LIBRA
UNIVERSITY AMBASSADOR
THOUGHT LEADERSHIP

Dedicated to driving impactful thought leadership around the connection of agriculture to achieving global food security, Farm Journal Foundation commissioned and released three peer-reviewed policy papers over the last three years. When digested as a whole, the papers facilitate a conversation on how U.S. agriculture can showcase its leadership while sharing its knowledge and tools with farmers in developing countries to help drive global economic growth, and in the process, create new opportunities for U.S. products. Following the release of these papers, the Foundation was the only nonprofit organization invited to testify before the House of Representatives on the subject of agricultural research and development, leading to the enactment of eight provisions in the 2018 farm bill.

THE FOUNDATION WAS THE ONLY NONPROFIT ORGANIZATION INVITED TO TESTIFY BEFORE THE HOUSE OF REPRESENTATIVES ON THE SUBJECT OF AGRICULTURAL RESEARCH AND DEVELOPMENT, LEADING TO THE ENACTMENT OF EIGHT PROVISIONS IN THE 2018 FARM BILL.

AGRICULTURAL RESEARCH AND DEVELOPMENT:
Revitalizing Agricultural Research and Development to Sustain U.S. Competitiveness

Innovations generated by agricultural research and development have enabled U.S. farmers to produce enough food to feed the people of the U.S. and millions of others around the world utilizing less natural resources than ever before. Agricultural productivity has increased markedly with aggregate agricultural output increasing by 268 percent from 1949 to 2007. Clearly, research and development are essential for achieving sustainable improvements in productivity and preserving the environmental conditions affected by agriculture, such as air and water quality and water use. Unfortunately, the rapid productivity growth of the U.S. agricultural sector over the past half-century is unlikely to continue. This paper describes the downward trends in U.S. public agricultural research and development funding and argues for a doubling of such spending over the next eight to 10 years to ensure that U.S. agriculture maintains its global competitiveness. This paper also suggests ways to better coordinate agricultural research activities both between U.S. government agencies and between U.S. and international research institutions, and proposes more precise targeting of USDA funds to those places where agricultural production actually occurs.

HUMAN AND INSTITUTIONAL CAPACITY BUILDING:
Enhancing U.S. Efforts to Develop Sustainable Agri-food Systems in Africa

Africa is on the move. Even with rapid urbanization, Africa's development still greatly depends on the performance of its agri-food systems, and farming remains the primary source of employment for 65% of the continent's population. Why should U.S. citizens care? This paper makes the case that investing in Africa's economic growth is in the United States' national interest. U.S. exports of agricultural products to sub-Saharan Africa totaled $2.6 billion in 2013 and will grow rapidly if Africa continues to develop. By 2050, sub-Saharan Africa will contain 2.1 billion people—22 percent of the world's population. Rapidly rising population and incomes in Africa will increase the demand for a safe, affordable, and sustainable global food supply. U.S. farmers and agribusinesses can help themselves by helping Africa to meet its rapidly growing food needs, by investing in the region's agri-food systems, and by supporting a sustainable and efficient global food system. This policy brief describes this changed landscape, as well as the challenges and opportunities being created for developing innovative and effective new partnerships between U.S. and African institutions engaged in African agri-food systems.

AGRICULTURAL TRADE AND TECHNICAL ASSISTANCE:
Leveraging U.S. Technical Assistance for Improved Development Outcomes

The poorest and hungriest people in the world are often farmers, and countries that have substantially reduced poverty and hunger have included agricultural trade in development strategies. This paper describes the obstacles that farmers in developing countries face in accessing international markets for their products, and how greater U.S. investment in providing trade technical assistance to those countries can help instill confidence by potential participants in the international trading system. The paper recommends an increased U.S. focus on providing experienced personnel, appropriate equipment and improved coordination between U.S. government agencies involved in these activities.

All policy papers are available on Farm Journal Foundation’s website at farmjournalfoundation.org
The State Dialogue pilot program launched in 2019 with the goal of engaging members of Congress in their home state and district, and connecting them with thought leaders and key members of the local agricultural community. As a result, this created a platform to discuss the importance of U.S. leadership in global food security and agricultural research—leading to tangible policy outcomes.

In March, Illinois Farmer Ambassador Heather Hampton-Knoll joined Senator Dick Durbin (D-IL) and the Foundation for Food and Agriculture Research at the University of Illinois at Urbana-Champaign to tour the Realizing Increased Photosynthetic Efficiency (RIPE) lab where they explored RIPE’s work improving photosynthesis in order to increase yields as an important step toward ensuring global food security. As a direct result of this visit, Senator Durbin introduced the America Grows Act which provides a path to critical agricultural research funding over the next five years.

In April, Farm Journal Foundation hosted a dialogue in Indiana with Senator Todd Young (R-IN), U.S. Ambassador to the UN Agencies for Food and Agriculture Kip Tom, Farmer Ambassador Kassi Tom Rowland, and other leaders in agriculture and academia to discuss how U.S. leadership is reducing poverty worldwide, the importance of building economic ties to the developing world, and improving national security through investments in global food security and agricultural development. Additionally, the dialogue provided an opportunity to share why U.S. farmers care about global food security and how faith leaders can speak to the moral urgency of caring for the poor, hungry, and less fortunate.

In Georgia, Congressman Sanford Bishop (D-GA) joined Farmer Ambassador Ricky Dollison and Fort Valley State University professors for a tour of their agricultural research facilities and participated in a roundtable discussion addressing global food security and the vital role of agricultural research. Following the dialogue, Congressman Bishop supported increases to the Agriculture and Food Research Initiative (AFRI) in the House Agriculture Appropriations bill. AFRI is the nation’s leading competitive grants program for agricultural sciences, and is vital to meet food, fibers, and fuel demands as the global population continues to increase.

Meeting lawmakers in their home states and facilitating dialogues with thought leaders, farmers and producers, and engaged community members is key to making long term, systematic changes to supporting global food security, and Farm Journal Foundation is glad to be a facilitator of these important conversations.

As a direct result of the Illinois visit, Senator Durbin introduced the America Grows Act which provides a path to critical agricultural research funding over the next five years.
WHO WE PARTNER WITH

THROUGH THE GLOBAL AGRICULTURAL DEVELOPMENT WORKING GROUP

Farm Journal Foundation is pleased to convene the global agricultural development working group to build coalition and leverage unique organizational attributes for key policy issues related to agriculture and nutrition. Over the past 5 years, this group has served as an important mechanism for effective communication and education to national level policymakers and their key staff.

ACDI-VOCA
American Farm Bureau Federation
American Seed Trade Association
APLU
American Soybean Association
CNFA
The Lugar Center
National Association of Wheat Growers

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USDA VOICE OF THE FARMER GARDEN PARTNERS

Trust in Food Farm Journal Initiative
National Corn Growers Association
Ducks Unlimited
National Pork Producers Council
The Nature Conservancy
Valent
American Farmland Trust
Syngenta
Corteva Agriscience
USDA

MEMBERSHIPS AND BOARD PARTICIPATION

Agriculture Council of America
Tricia Beal, Board Member
Supporters of Agricultural Research (SOAR)
Rose Barbuto, Board Member
The Alliance to End Hunger
The origin of Farm Journal Foundation goes back to a small group of friends and I talking “over the campfire” about how agriculture is uniquely positioned to be a catalyst for change to solve many of the world’s seemingly overwhelming challenges, in particular, the heartbreaking reality of global hunger. We made a commitment to create an organization that could empower agriculture to meet the needs of our growing, complex world through productivity, but also through stakeholder education and policy engagement. Farm Journal, Inc. stepped up to set the organization in place and this visionary group of friends became Farm Journal Foundation’s first Board of Directors, many of whom still serve today.

Farm Journal, Inc. has a 142-year legacy of empowering farmers to build successful businesses that are shared across multiple generations and quite literally, feed the world. Farm Journal, Inc. has always been more than a media company, it is a purpose-driven organization seeking to be a partner to farmers as they build strong farms and strong communities. From my perspective, establishing Farm Journal Foundation was the next logical step to continue Farm Journal’s legacy of always putting the farmer first in everything we do.

Very few can understand food security and nutrition better than farmers, and they are the most authentic voice to tell this story on Capitol Hill, in classrooms, and on stages ranging from Rotary Clubs to the World Economic Forum. Farmers are at the heart of the Foundation’s work, but the organization’s impact has been tremendously amplified through a strategically constructed network of partners in the private sector, government, NGOs, and academia.

When we set out to do this work we understood our mission clearly, and manifesting our vision into a tangible programmatic framework has been an exciting journey. Today, Farm Journal Foundation is a strong, focused organization that consistently delivers measurable impact.

In the next decade, the Foundation will address one of the most critical challenges facing the future of agriculture and food security. 99% of voters, consumers, and leaders are several generations removed from the farm, and it is difficult to create champions for a mission that is so far removed from a stakeholder’s personal experience. Farm Journal Foundation will be at the center of building a bridge to create a better understanding of the value chain of food creation, paving the way for many others to engage in “helping to meet the vital needs of a growing population through agriculture”.

HERITAGE AND LEGACY

ANDREW WEBER CHAIRMAN

CHARLENE FINCK PRESIDENT

GREGG HALVERSON

LYLE ORWIG

JAY VROOM STRATEGIC ADVISOR
This year Farm Journal Foundation is celebrating 10 years of tangible, impactful work, and is excited to expand its programs and platforms designed to educate key audiences and create better outcomes for U.S. investments in agriculture and global food security.

There is a clear and distinct connection between agricultural research and development, conservation, nutrition, and global food security, and the Foundation is proud to play a role in connecting the dots and facilitating important dialogues for farmers and producers, consumers, next generation leaders, and policymakers.

This year the Foundation will expand the farmer ambassador program in three key states – Nebraska, New York, and Washington.

Additionally, the Foundation will continue to provide platforms for national-level champions for agriculture through home state engagements, focusing on a strategic mix of members of Congress in rural districts and the farm belt, empowering them to make lasting changes to the way the U.S. leads in global development and foreign aid.

The university engagement program will continue to reach college students and engage future leaders for agriculture, and the Voice of the Farmer Garden will expand to reach additional audiences in new locations.

Finally, the Foundation will release two new peer-reviewed policy papers to create more conversation on the importance of agricultural research and development and global food security, and aid policymakers as they legislate and regulate the U.S. agricultural system.

Farm Journal Foundation is excited to look to the future and continue advancing global food security efforts.