



FARMJOURNAL
FOUNDATION

IMPACT REPORT

2021

OUR MISSION

Farm Journal Foundation is a nonprofit, non-partisan organization dedicated to achieving global food security by sustaining agriculture's leadership role and ability to meet the vital needs of a growing population.

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MESSAGE FROM THE CEO

Agriculture's Time of Transition and Glimmers of a New Normal

The food and agricultural sectors have undergone massive transitions in the past two years, as COVID-19 brought many unprecedented challenges. 2021 was another year of significant change, with the pandemic contributing to supply chain issues and volatile input prices for farmers and food producers, while extreme weather events caused by climate change continued to take a toll. And yet, the year also offered glimmers of a new normal. Offices and schools began to reopen, and in-person events and travel resumed, enabling many of us to spend quality time with colleagues, friends, and family for the first time in months. Throughout everything, farmers and producers have continued to innovate and find new solutions to ongoing challenges – providing consumers with safe, largely uninterrupted supplies of food and demonstrating just how resilient our agricultural system can be.

Farm Journal Foundation also worked within this new normal in 2021, implementing programs under a hybrid model that included both in-person and virtual events and outreach. We've all learned to be flexible in the past couple of years, and our organization continues to build influence, develop new partnerships, deepen existing relationships, and create an impact, in spite of pandemic-related challenges. In particular, we were proud to hold our first in-person farmer fly-ins in Washington, D.C., in over a year, and we also hosted our first-ever in-person Speaker Series event in Kansas City. We expect to build upon this work in the coming year, as our society continues to reopen.



Looking ahead, we are optimistic that our sector is entering a new time of excitement, innovation, and change. Recently, the United Nations Food Systems Summit (UNFSS) and the UN Conference on Climate Change (COP26) brought global leaders together to address some of the biggest challenges facing our food and agricultural system. There are a number of other important events and policy opportunities on the horizon – including the U.S. reauthorization of the Global Food Security Act, negotiations for the next farm bill, and COP27 – where Farm Journal Foundation will take an active role in discussions and driving policy outcomes.

We look forward to our work in the 2022, and in the meantime, we hope you enjoy this Annual Report highlighting our milestones and impact in 2021. We are deeply grateful to our partners for supporting this important work, and to the farmers, industry professionals, thought leaders, students, policymakers, and board members who helped advance our mission of meeting the vital needs of a growing global population through agriculture.

Sincerely,

A handwritten signature in cursive script that reads "Tricia Beal". The signature is written in black ink on a white background.

Tricia Beal
CEO, Farm Journal Foundation

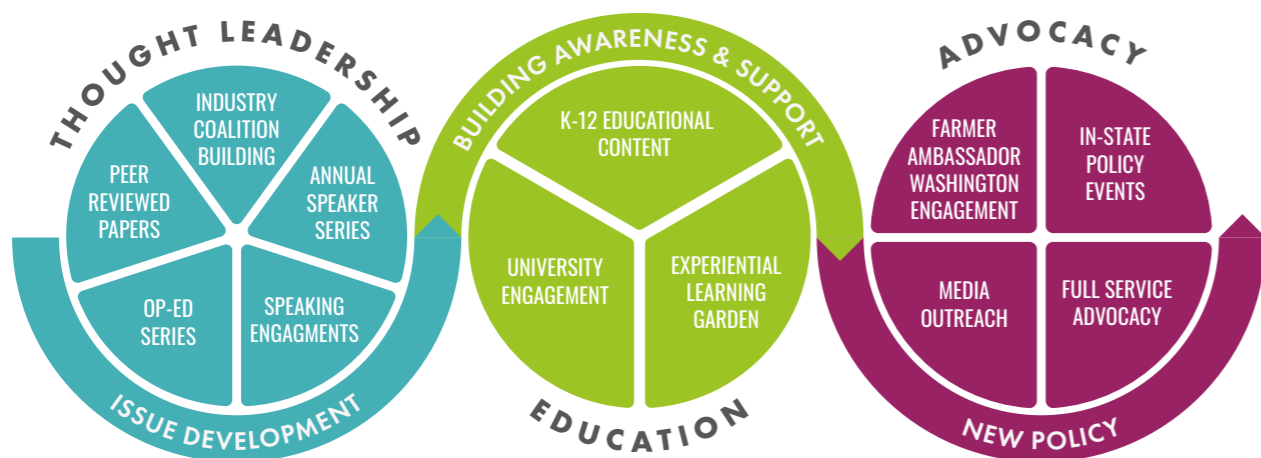
OVERVIEW

Our Global Food System Faces Enormous Challenges

Every year, farmers and our food system face greater and greater challenges. Extreme weather caused by climate change, volatile farm input prices, supply chain issues, and the COVID-19 pandemic – all took an increasing toll in 2021. Furthermore, farmers are under constant pressure to produce more with limited resources, amid environmental constraints and rising global demand for food. These challenges are also affecting consumers. 2021 saw the highest global food prices in a decade and a steep rise in world hunger – today, nearly 1 out of every 10 people on the planet is undernourished.

Farm Journal Foundation is Driving Solutions

Farm Journal Foundation is an independent nonprofit and nonpartisan organization that brings together stakeholders from across food and agriculture – farmers, industry leaders, national-level policymakers, academia, students, and consumers. Using three main pillars – thought leadership, education, and advocacy – we offer a range of unique programs that surface real solutions to our food system’s biggest challenges, and we work with government leaders to drive long-term change.



Our work focuses on four main

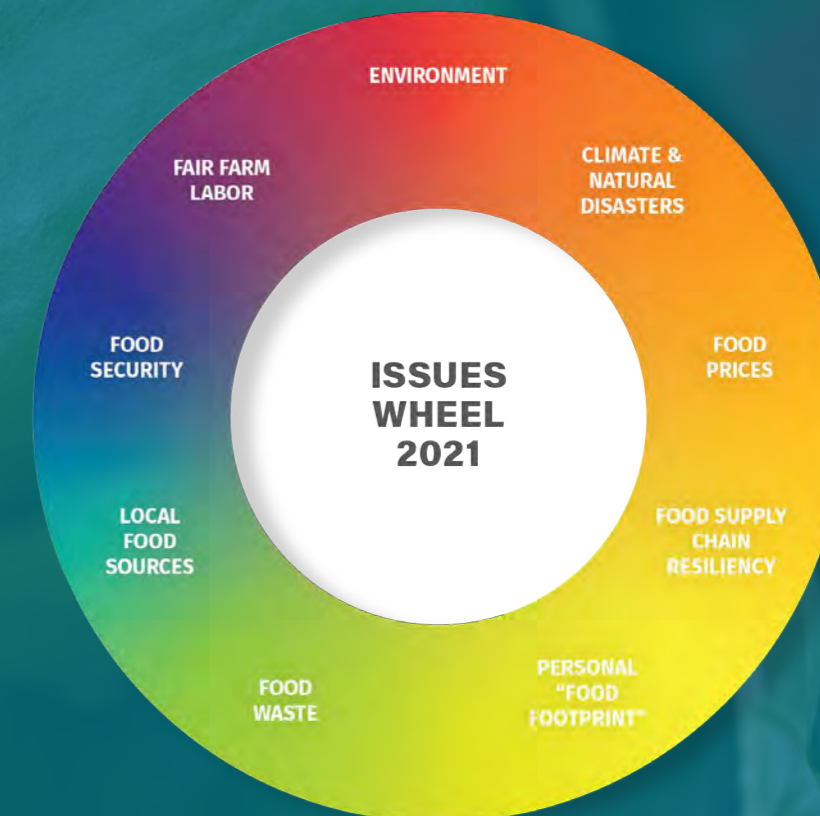
issues: Farm Journal Foundation educates and advocates on issues that all link back to global food security.

- International development through agriculture
- Conservation & sustainability
- Nutrition
- Support for agricultural research & development



EVOLVING FOOD SYSTEMS CHALLENGES IN 2021

For the sixth straight year, Farm Journal Foundation has maintained an Issues Wheel that reflects consumer priorities gleaned from feedback captured during our annual programming. Since the beginning of the COVID-19 pandemic and as extreme weather events due to climate change become more frequent, we have seen notable shifts in consumer priorities and concerns. In 2021, consumers continued to think about the environmental and climate impacts as they shopped for food, while issues such as supply chain resiliency and labor became more prominent.



2021 HIGHLIGHTS

Agriculture Secretary Visit

We were honored by a visit from U.S. Agriculture Secretary Tom Vilsack and Deputy Secretary Dr. Jewel Bronaugh to the Voice of the Farmer Garden in May, following the transition to the new administration at the U.S. Department of Agriculture (USDA).

International Coalitions

Farm Journal Foundation was proud to join the Agriculture Innovation Mission for Climate (AIM4C) initiative for COP26 this year, as well as the Sustainable Productivity Growth Coalition led by USDA. Joining these groups elevates the Foundation's role as a thought leader on the international stage and provides us with additional platforms to push for support for agricultural research and development.

Introduction of the America Grows Act

Senator Dick Durbin (D-IL, pictured right) and Senator Jerry Moran (R-KS) introduced the America Grows Act of 2021, a bipartisan bill that would significantly increase U.S. public investment in agricultural research and development. We have hosted past State Dialogue events with both senators to showcase the importance of agricultural research, and we were pleased to see these discussions evolve into tangible policy outcomes.

Media Coverage

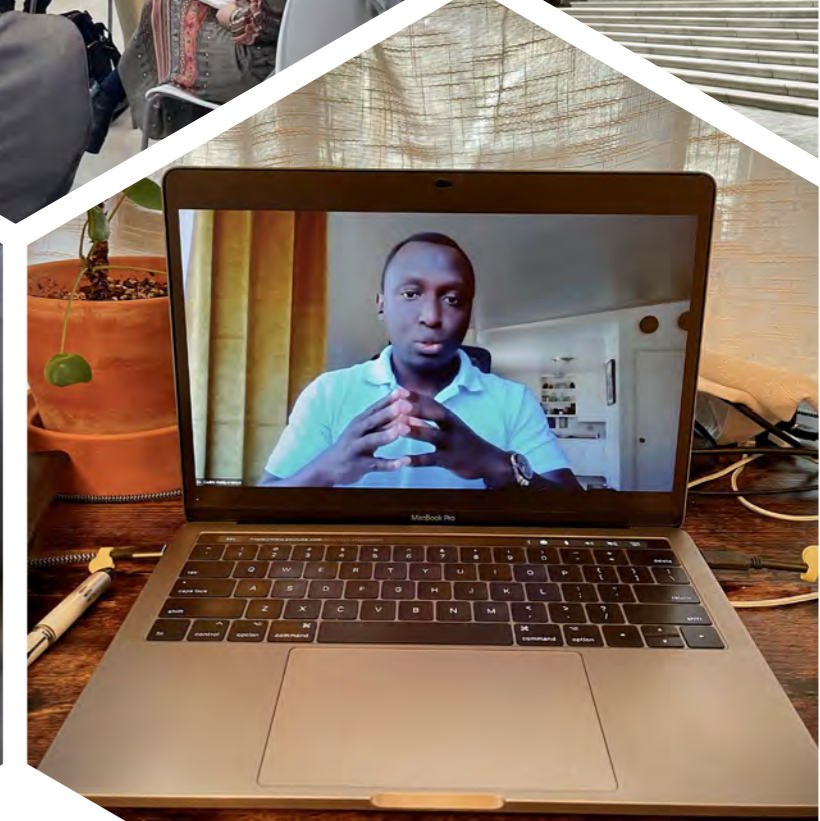
Our work and thought leadership was featured in national media. Highlights included an op-ed by Farmer Ambassador Vanessa Kummer published by CNN, and interviews of Farm Journal Foundation staff in Politico and RFD-TV on agricultural research funding in the Build Back Better Act.

New K-12 Educational Content

Farm Journal Foundation started an exciting new project in 2021 creating Next Generation Science Standards curriculum for K-12 students. We are excited for new content to be launched in 2022.

Return of In-Person Events

Over the past two years, COVID-19 restrictions forced us to be creative as we planned meetings and events. In 2021, we were excited to be able to hold a number of in-person events, including the return of Farmer Ambassador fly-ins in Washington, D.C., and our first-ever in-person Speaker Series event at the Agriculture Future of America (AFA) Leaders Conference in Kansas City.

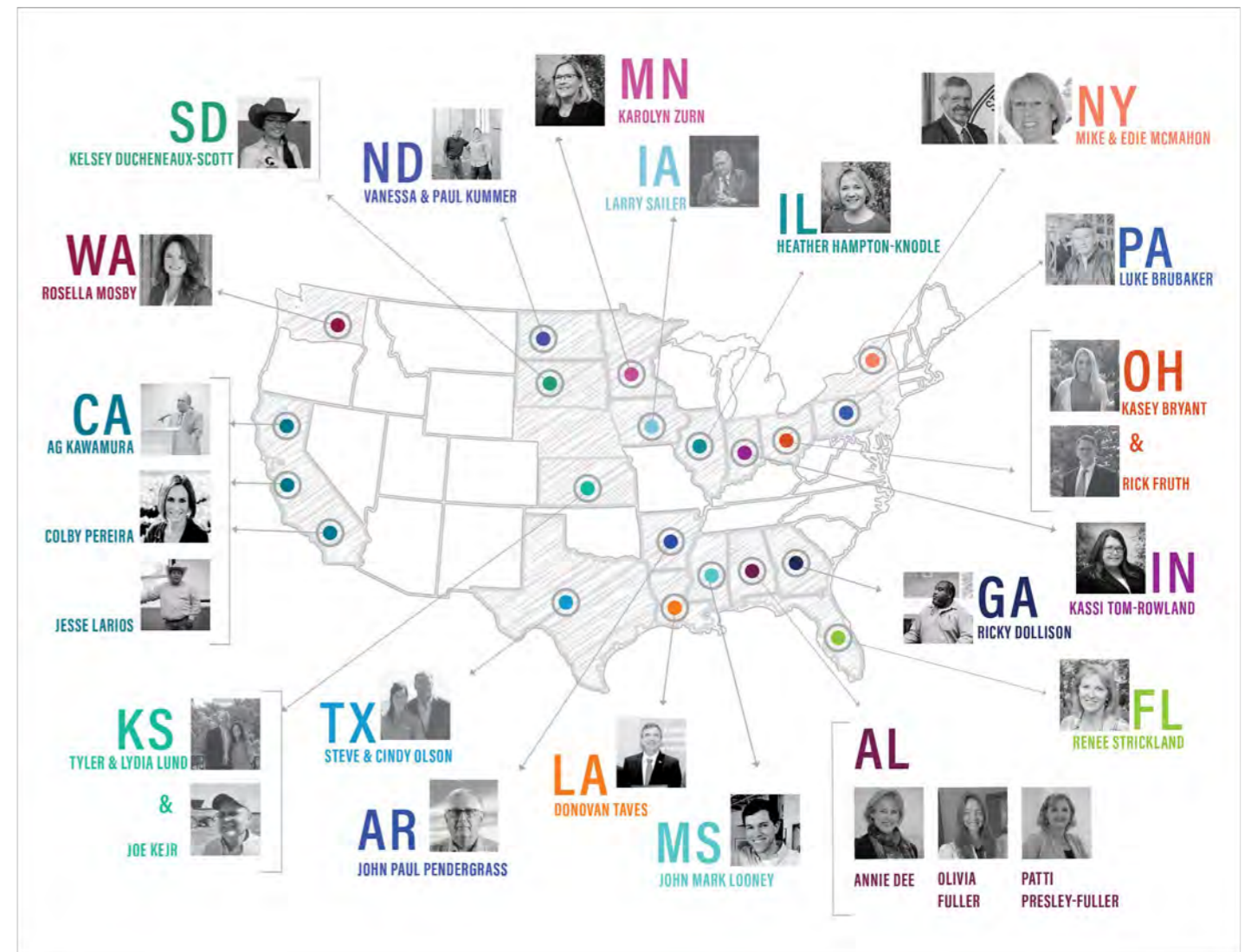


FARMER AMBASSADORS

A Voice for Innovative Agriculture and Global Food Security

Farm Journal Foundation's flagship Farmer Ambassador program enables farmers, producers, and growers from around the country to engage national-level policymakers in discussions about our food system's biggest challenges. Farmers are agriculture's most effective advocates, because they are on the front lines of our food system and have valuable firsthand knowledge about its challenges and opportunities. Farm Journal Foundation is proud to work with a diverse group of Ambassadors who are innovators and leaders in their field, representing all aspects of American agriculture, including row crops, specialty crops, dairy, and livestock.

Farmer Ambassadors were hard at work in 2021 holding more than 100 meetings to advocate for increased public support for agricultural research and global food security. As COVID-19 restrictions eased in Washington, D.C., we were pleased to be able to host our first in-person fly-in events in over a year, holding meetings with members of Congress and their staff, as well as staff of both the Senate and House Agriculture Committees. Some farmers also conducted meetings virtually, and this hybrid model created greater flexibility for all participants. In addition to our Washington, D.C. fly-ins, Farmer Ambassadors also appeared in the media and at public speaking events to spread the message of U.S. agriculture's contribution to global food security.



Welcoming Our New Farmer Ambassadors in 2021

We're excited to have John Mark, Colby, and Olivia on the team and look forward to working with everyone further in 2022!



JOHN MARK LOONEY
MISSISSIPPI
CORN, SOYBEAN, & POPCORN FARMER



COLBY PEREIRA
CALIFORNIA
VEGETABLE PRODUCER
(CONVENTIONAL AND ORGANIC)



OLIVIA FULLER
ALABAMA
GREW UP ON LIVESTOCK & VEGETABLE FARM,
EXTENSION AGENT, AUBURN UNIVERSITY



100+

MEETINGS HELD WITH
Members of Congress & Legislative Staff



Congratulations to Zach Ducheneaux

Farm Journal Foundation is proud of our former Farmer Ambassador, Zach Ducheneaux, for being named Administrator for USDA's Farm Service Agency in 2021. Congratulations Zach, and thank you for your contribution to agriculture!

STATE DIALOGUES

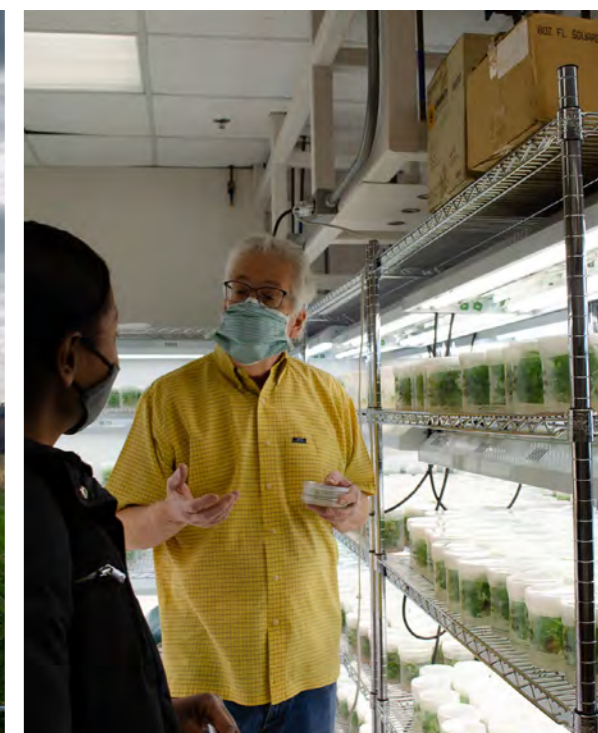
Driving Home the Impact of Agricultural Research

Our State Dialogues program engages with national-level policymakers in their home states, showcasing the real world, local impact of agricultural research. These events reinforce conversations often started at our Washington, D.C. fly-in meetings, creating an opportunity for deliberate, one-on-one conversations with policymakers in their home settings. Events often lead to tangible policy results. In early 2021, Senator Dick Durbin (D-IL) and Senator Jerry Moran (R-KS) co-sponsored the America Grows Act, a bill that would significantly increase funding for agricultural research, following previous State Dialogue events with Farm Journal Foundation in their home states.

In 2021, we hosted two new State Dialogue events. The first was in Arkansas, where Senator John Boozman met with Farmer Ambassador John Paul Pendergrass at Pendergrass Cattle Co. in Charleston. The event also included Congressman Bruce Westerman (R-AR) and featured a panel of speakers from Tyson Foods, Riceland Foods, and the Foundation for Food & Agriculture Research (FFAR).

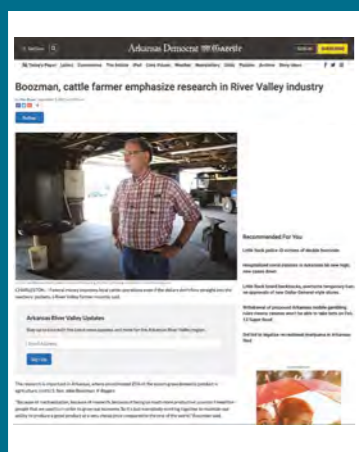
We were especially pleased that Sen. Boozman brought along five members of his staff to better understand the impact of agricultural research and how the private sector supports it – creating a valuable opportunity for us to showcase FFAR’s public-private partnership model and emphasize the importance of continued funding in the next farm bill.

Our second State Dialogue event of 2021 was a tour of agricultural research facilities at the University of Maryland with staff on the House of Representatives Agriculture Committee, both Democratic and Republican sides. The event, organized in partnership with the Association of Public & Land Grant Universities (APLU), included tours of research facilities at the University of Maryland - College Park and the Wye Research Center at the University of Maryland - Eastern Shore campus in Queenstown.



In the News

Our Arkansas State Dialogue event was open to the media. It was attended and covered by the Arkansas Democrat-Gazette, Southwest Times-Record, and Ozark Spectator.



THOUGHT LEADERSHIP

Agriculture's contribution to global food security

■ POLICY PAPERS

Forward-Looking, Original Research on Important Issues

In 2021, Farm Journal Foundation published two papers on agriculture's role in fighting climate change and the benefits of public funding for agricultural research.

How U.S. Agriculture Can Be Part of the Climate Change Solution: Opportunities and Incentives for Farmers to Reduce their Emissions and Turn the Industry Into a Net Carbon Sink



Authors:

Dr. John Reilly, co-director emeritus at the Massachusetts Institute of Technology's Joint Program on the Science and Policy of Global Change, Dr. Stephanie Mercier, senior policy adviser at Farm Journal Foundation.

Engagement and Impact:

We hosted a report briefing with the Senate Agriculture Committee, featuring remarks from Senator Debbie Stabenow (D-MI); William Hohenstein, the director of the Office of Energy and Environmental Policy at the U.S. Department of Agriculture; Dr. John Reilly; and Dr. Stephanie Mercier.

The report received media coverage from a range of outlets, including AgWeb, AgDay TV, RFD-TV, Agri-Pulse, AgWired, AgriMarketing, and USDA Radio Newsline.

We also published a related policy brief with the Chicago Council on Global Affairs, highlighting agriculture's role in fighting climate change. This easy-to-digest brief gave policymakers a high-level overview of our recommendations.

Following the report, USDA put forward plans to encourage farmers to reduce methane emissions, including by expanding technical and financial assistance to help livestock farmers install anaerobic methane digesters - one of our key recommendations. While Farm Journal Foundation was not the only organization to make this recommendation, our report contributed to raising awareness about this issue and encouraging government action.



Thanks to Dr. John Reilly, Dr. Stephanie Mercier and the Farm Journal Foundation team for putting this report together and for highlighting important voices in agriculture, food, and rural affairs. I support your recommendations. This report highlights the broad impact that farmers, ranchers, and foresters have in addressing the climate crisis.



- Senator Debbie Stabenow



We're agricultural research champions, we want to thank the Chicago Council, Farm Journal Foundation, and American Farm Bureau Federation for coming together to help us be champions here in Washington D.C.

- Congressman Jimmy Panetta



Benefits of Increased U.S. Public Investment in Agricultural Research



Authors:

IHS Markit Agribusiness Consulting Group

Commissioned by Farm Journal Foundation and the American Farm Bureau Federation

Engagement and Impact:

We hosted a report briefing with the House of Representatives Agricultural Research Caucus, featuring remarks from Congressman Jimmy Panetta (D-CA) and Congressman Rodney Davis (R-IL); Dan Glickman, distinguished fellow at The Chicago Council on Global Affairs and former U.S. Agriculture Secretary; Zippy Duvall, president of the American Farm Bureau Federation; Joe Somers, vice president at IHS Markit; and Kasey Bamberger, owner of Bryant Enterprises and Farm Journal Foundation Farmer Ambassador from Ohio.

The report received media coverage from a range of outlets, including from Brownfield Ag News, RFD-TV, AgWeek, Red River Farm Network, AGInfo, AgWired, Farms.com, and many rural radio stations across the country.

Following this report and extensive advocacy efforts from Farm Journal Foundation and our coalition partners, Congress included \$2 billion in new funding for agricultural research and research facilities in the Build Back Better Act of 2021.

■ MEDIA ENGAGEMENT

Building Awareness and Support

Farm Journal Foundation's quarterly op-ed series saw strong success in 2021, with opinion pieces published by staff, Farmer Ambassadors, and partners.



Farmers like me want to join fight against climate change. But we need help.

*Published by CNN
Authored by Vanessa Kummer, Farmer Ambassador from North Dakota*

This op-ed highlighted recommendations from our climate change policy paper and called for increased funding for agricultural research



How farmers can step up to fight climate change
Published by The Hill

Authored by Dr. Stephanie Mercier and Dr. John Reilly

This op-ed highlighted recommendations from our climate change policy paper and called for increased funding for agricultural research



Our food supply is under threat from climate extremes: Congress must act to save it.

Published by *The Hill*
Authored by *Dr. Benjamin Houlton, dean of Cornell University's College of Agriculture and Life Sciences*

Farm Journal Foundation facilitated the writing of this op-ed with Cornell University. The piece called on Congress to fund agricultural research in the Build Back Better Act and cited the impact of climate change on farmers and global food security.

MEDIA COVERAGE

In addition to our op-ed series and coverage of our events, Farm Journal Foundation staff were interviewed as thought leaders in the media.

- Stephanie Mercier spoke to Politico about the importance of agricultural research funding in the budget reconciliation bill, the Build Back Better Act
- David Hong appeared on RFD-TV and AgriTalk radio to talk about agricultural research in the Build Back Better Act
- Stephanie Mercier was interviewed by Marketplace on NPR
- Tricia Beal appeared on AgriTalk radio to talk about agriculture and nutrition and to promote our Speaker Series events

GLOBAL COALITIONS

Working in Partnership to Promote Food Security

Farm Journal Foundation was proud to join international coalitions this year in support of agricultural research and global food security.

Agriculture Innovation Mission for Climate: We joined AIM for Climate as a Knowledge Partner for the U.N. Climate Change Conference, COP26. The initiative includes governments, international organizations, nonprofits, companies, industry groups, and other stakeholders

from around the world, all working towards driving transformative climate action in the agricultural sector and building more sustainable, resilient food systems.

Sustainable Productivity Growth Coalition: We joined the SPG Coalition, launched by the U.S. government at the 2021 U.N. Food Systems Summit. The coalition includes government, international organizations, private sector companies, academic and research organizations, and nonprofits, all working toward optimizing productivity across all sectors of agriculture. To promote the work of this coalition, Farm Journal Foundation's David Hong appeared in a video produced by the U.S. Agency for International Development (USAID) for Feed the Future week.



Why Support Africa's Small Farmers?

Published by *Project Syndicate* and picked up by outlets in *nine countries, including the largest newspapers in Kenya, Uganda, and Jordan.*

Authored by *Dr. Kofi Boa, founder of the Centre for No-Till Agriculture in Ghana, and Roger Thurow, senior fellow at the Chicago Council on Global Affairs and Scholar-in-Residence at Auburn University's Hunger Solutions Institute.*

Project Syndicate is an opinion journalism operation that syndicates op-eds globally, with over 500 subscriber newspapers and media outlets around the world. Subscribers include some of the most important outlets in Africa, Europe, the Middle East, and Asia, as well as some major U.S. publications. It translates op-eds into 13 languages.

Kofi and Roger participated in our Speaker Series panel during the World Food Prize, covering the intersection of agriculture and nutrition. Following this event, Farm Journal Foundation facilitated the writing of this op-ed as a response to agricultural investments at the United Nations' COP26 conference in Glasgow, Scotland.

EVENTS

Amplifying the Message of Global Food Security and Innovation

Farm Journal Foundation staff, Farmer Ambassadors, and partners appeared at numerous events in 2021 to bring our message to key audiences.

In 2021, we were a proud sponsor of the Borlaug CAST Communication Award, presented at the World Food Prize event in Des Moines, Iowa. The 2021 award went to Dr. Sarah Evanega of Cornell University, who is the founding director of the Cornell Alliance for Science, a global communications effort that promotes evidence-informed decision-making across a range of science issues. Farm

Journal Foundation's CEO Tricia Beal spoke at the award ceremony.

Dr. Stephanie Mercier gave several presentations on behalf of the Foundation this year on U.S. agricultural policy and conservation issues. These included two guest lectures at Iowa State University, a guest lecture at the University of Arkansas, and a class at the Indiana Ag Leadership program.

Farmer Ambassador Renee Strickland spoke at the 2021 Florida Global Food Security Summit organized by the Kyle House Group. Renee spoke about how U.S. investments in global food security benefit American farmers. The event also featured a number of current and former members of Congress, as well as leaders from USAID, USDA, Farm Bureau, and other important partners.

SPOTLIGHT ON CONSERVATION

Thought leadership work with USDA, Trust in Food, and America's Conservation Ag Movement

Starting in February 2020, Farm Journal Foundation launched a two-year matching funds cooperative agreement with USDA's Natural Resource Conservation Service (NRCS), aimed at helping the agency improve its conservation messaging to American farmers not yet engaged in conserving agricultural practices on their operations. Working with the Trust in Food (TIF) division of Farm Journal Media, matching funds for this effort were provided by partnering organizations under America's Conservation Ag Movement (ACAM). This agreement involved working with NRCS staff and local partner

organizations in five watersheds across the country, which were prioritized because of significant natural resource concerns, such as water quality, identified in their regions.

In 2021, Farm Journal Foundation and TIF staff helped to plan and carry out farmer learning events in each of the five partner watersheds. In three watersheds, in Indiana, Illinois, and Nebraska, the events were in-person field days held over the summer and early fall, drawing attendance of more than 300 people overall. In the other two watersheds, in California and Maryland, Farm Journal Foundation and TIF staff facilitated preparation of videotaped presentations on topics identified by local NRCS staff and their partners, airing them initially in late September and October respectively, but the material was made available for wider distribution via partners' social media channels as well. The work undertaken under the initial agreement was deemed to be of considerable value, leading NRCS to provide Farm Journal Foundation and TIF matching funds under a second agreement to undertake work on related issues, such as climate-smart agriculture, beginning in fall 2021.



Conservation Prairie Strips Program

In 2021, Farm Journal Foundation worked in partnership with the Iowa Agriculture Water Alliance (IAWA) to fund conservation research with Iowa State University, focusing on water conservation and increasing biodiversity. The project works with farmers to plant small areas of native prairie species strategically in row crop fields. This practice results in large improvements in runoff water quality, with only 10% or less of the field taken out of row crop production. Prairie strips planted with a diverse mixture of plants can also provide habitats and food for beneficial insects, songbirds, and wildlife, including pollinators and at-risk species.

SPEAKER SERIES

Driving Discussions with Food & Agriculture's Future Leaders

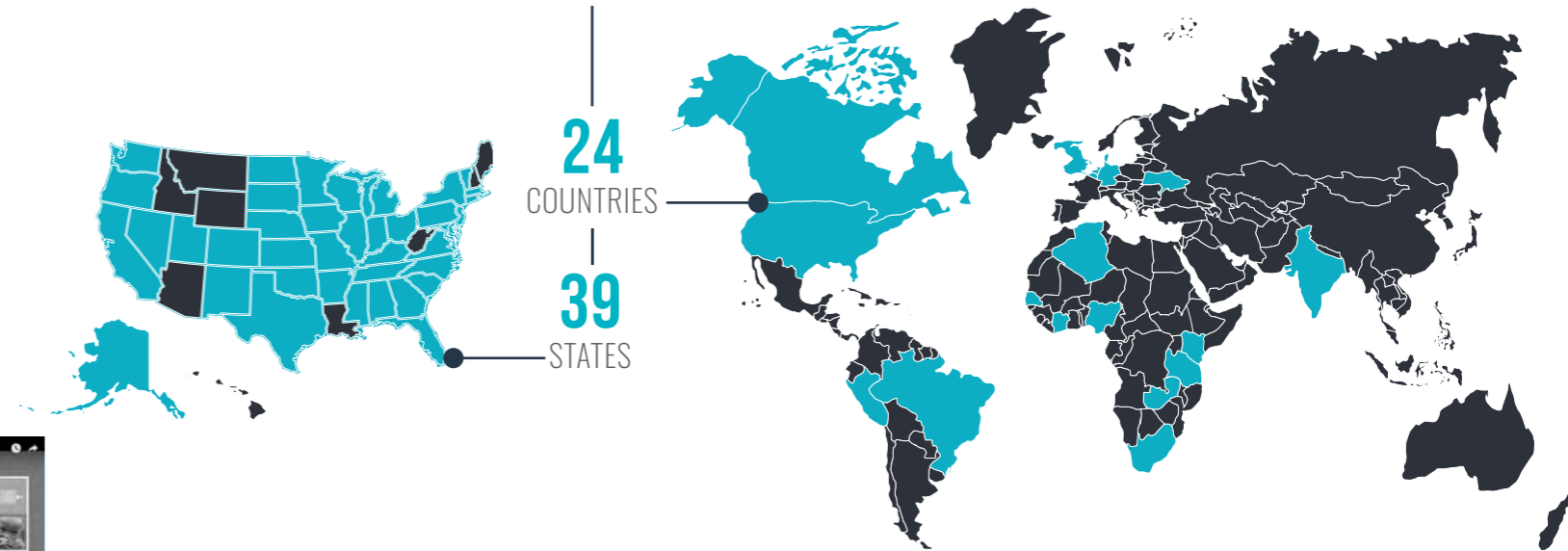
Our annual Speaker Series is our flagship campus engagement program, bringing together students from across the country to participate in multidisciplinary discussions about the biggest challenges facing our food and agricultural system. Panelists include industry leaders, farmers, academic experts, and stakeholders from the nonprofit, international development, and government sectors. The program works in partnership with six student

organizations and 15 universities, a number of which include it as part of their curriculum.

Our 2021 Speaker Series included four events covering the nexus of agriculture and nutrition. While the program is primarily virtual, we were proud to host our first in-person event this year at the Agriculture Future of America (AFA) Leaders Conference in Kansas City, Missouri.



INTERNATIONAL & NATIONAL REACH



THE SPEAKER SERIES WORKED IN PARTNERSHIP WITH



15 UNIVERSITIES



6 STUDENT GROUPS

SPEAKER SERIES EVENTS

You Are What You Eat: The Intersection of Agriculture, Nutrition & Health

Presented in conjunction with the Within Reach: Zero Hunger conference hosted by the Deaton Institute at the University of Missouri

Keynote Speaker:
Dr. Sally Rockey, Executive Director, Foundation for Food & Agriculture Research

Panelists:
Krysta Harden, President and CEO of the U.S. Dairy Export Council; Dr. Cedric Habiyaemye, founder and CEO of QuinoaHub; Mike and Edie McMahon, Farm Journal Foundation Farmer Ambassadors and dairy farmers from New York; Roger Thurow, senior fellow at the Chicago Council on Global Affairs and scholar in residence at Auburn University's Hunger Solutions Institute, moderator

It's Complicated: The Evolving Relationship Between Consumers & Food

This event received media coverage from AgriTalk radio, WATTAgNet, and several rural radio stations from around the country.

Keynote Speaker:
Michael Hughes, head of research and insight, FMCG Gurus

Panelists:
Kevin Igli, chief environmental officer and senior vice president for sustainability, Tyson Foods; Dr. Christine Daugherty, vice president of sustainable agriculture and responsible Sourcing, PepsiCo; Tina Owens, senior director of food and agriculture impact, Danone North America; Roger Thurow, moderator

Nourishing Food Systems: The Interdependency of Agriculture & Nutrition

This event was held as a side event to the World Food Prize in Des Moines, Iowa. Following the event, Kofi Boa and Roger Thurow co-authored an op-ed published by Project Syndicate about the need for international development support for agriculture in light of climate change.

Keynote Speaker:
Shawn Baker, chief nutritionist at the U.S. Agency for International Development (USAID)

Panelists:
Shawn Baker; Dr. Namukolo Covic, a registered nutritionist and senior research coordinator at the International Food Policy Research Institute (IFPRI) based in Addis Ababa, Ethiopia; Dr. Kofi Boa, the founder of the Center for No-Till Agriculture in Ghana; Roger Thurow, moderator

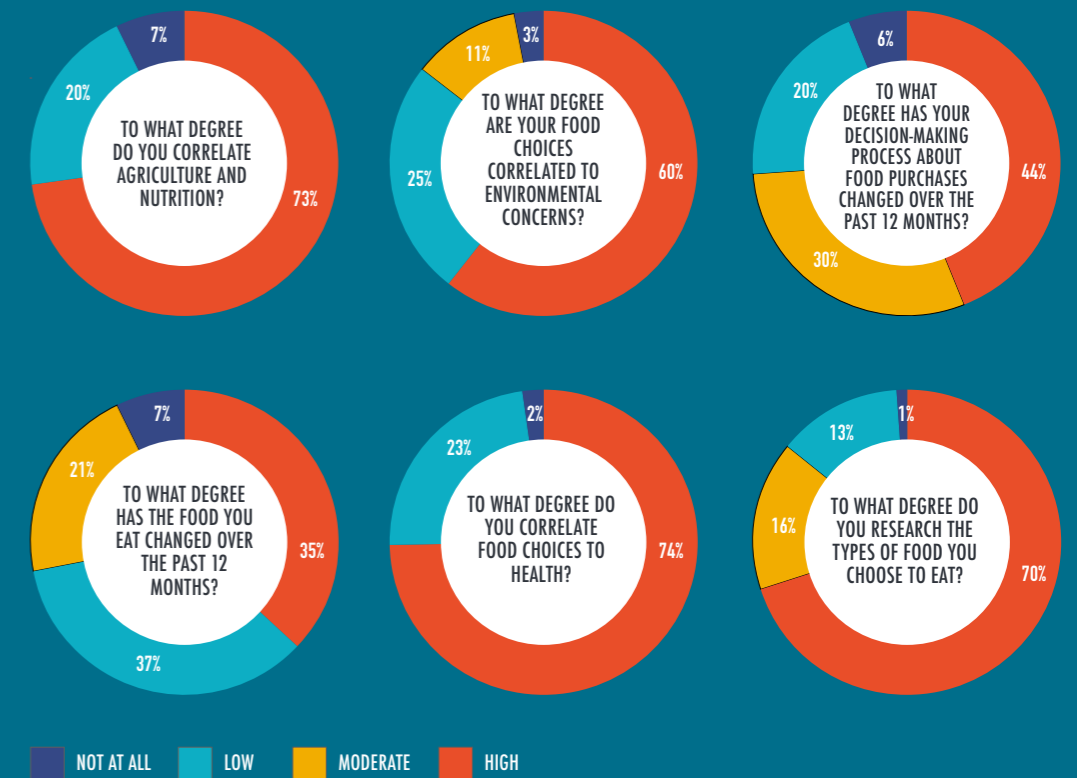
You Are What You Eat: The Intersection of Agriculture, Nutrition, and Health

Keynote Speaker and Moderator:
Dr. Olga Bolden-Tiller, national president of Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS), and department head at Tuskegee University's Department of Agricultural and Environmental Sciences

Panelists:
Dr. Grant Ermis, board member of Cultivating Change and director of the California Agricultural Teachers' Induction Program (CATIP); Aaron Smith, AFA alumnus and member of the 2020 Student Advisory Team; Kelsey Ducheneaux-Scott, director of Programs at the Intertribal Agriculture Council, owner of DX Beef, and Farm Journal Foundation Farmer Ambassador; Ebony Webber, chief operations officer of MANRRS

This event was held in-person at the AFA Leaders Conference in Kansas City.

Poll Questions | Answered by Zoom Attendees



VOICE OF THE FARMER GARDEN

A National Platform for the Story of U.S. Agriculture

The Voice of the Farmer Garden is an interactive learning experience managed by Farm Journal Foundation at the U.S. Department of Agriculture headquarters on the National Mall in Washington D.C. With over 35 crops growing in the garden, visitors can learn about the diversity of U.S. agriculture and the vital role farming plays in maintaining global food security. Videos narrated by farmers guide visitors through the garden and create a personal, memorable experience. The garden offers multiple platforms for engagement, including a mobile phone walking tour with farmer-narrated videos, physical signage, and a 360-degree virtual reality tour and online videos for off-site visitors and classroom learning.

In 2021, the garden hosted a number of visitors, keeping up a busy season in spite of COVID-19 restrictions in Washington, D.C. that limited public gatherings. As the new presidential administration took office, U.S. Agriculture Secretary Tom Vilsack and Deputy Secretary Dr. Jewel Bronaugh paid a visit to the garden and highlighted its value as an educational tool. New supporter, the U.S. Apple Association, planted three apple trees in the garden, and we were also pleased to be able to showcase the value of agricultural technology with the installation of a weather station provided by Arable and an irrigation system provided by Netafim. Many supporters through America's Conservation Ag Movement (ACAM) stopped by for visits or donated seeds, inputs, or other products crucial to keeping the garden running; 2021 visitors and in-kind supporters included Certis Biologicals, the American Sugarbeet Association, and the American Seed Trade Association.



■ GROWING IN THE GARDEN

CORN (FIELD & SWEET CORN)

VIRGINIA PEANUTS

TOMATOES

SOYBEANS

EGGPLANT

PEPPERS

SOFT RED WHEAT

KALE

PARSLEY

RICE

SWISS CHARD

BASIL

COTTON

COLLARD GREENS

PEAS

SORGHUM

RAINBOW CARROTS

ASPARAGUS

SUNFLOWERS

YUKINA GREENS

LEEKs

ALFALFA

POTATOES

CELERY

SUGAR BEETS

CALABACITAS SQUASH

OKRA

APPLES (RUBY RUSH & CRIMSON CRISP)

STRAWBERRIES

SAGE

CHRISTMAS TREES

CABBAGE

STEVIA

BROCCOLI

LETTUCE

POLLINATORS (MILKWEED & OTHER FLOWERS)

BY THE NUMBERS

 **6,000**
VIRTUAL REALITY GOGGLES

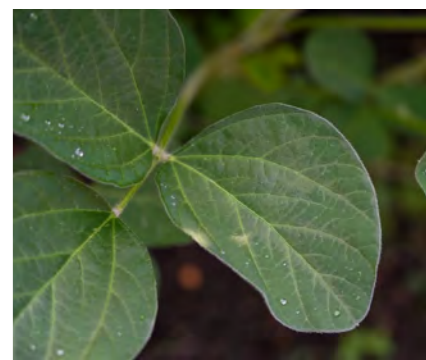
SENT TO STUDENTS NATIONWIDE

475 
POUNDS OF PRODUCE
DONATED TO D.C. CENTRAL KITCHEN

A Local Food Bank Charity

 **12,000**

AVERAGE PAGE VISITS & VIDEO VIEWS ON THE VOICE OF THE FARMER GARDEN WEBSITE



K-12 LEARNING

Educating Students About Food's Journey to the Dinner Plate

EDUCATIONAL MATERIALS

Overview of the US Agriculture System

Overview of the US Agriculture System—Long Form eLearning Modules

15-20 Minute Chapters, 12 Chapters Divided Across 3 Thematic Modules

MODULES

1
WELCOME TO THE FARM

2
PRODUCTIVITY AND PROFITABILITY

3
INDUSTRY EVOLUTION

Business & Culture of U.S. Agriculture

Short Form Segments based on FJF's Garden Tour on the National Mall

2-3 Minutes Each—4 Thematic Chapters

Virtual Reality Tours

360 Degree video tours give an immersive experience to agriculture and more

Videos include:

- Farming on the National Mall in Washington D.C.
- Tour a pig farm
- Ride a combine through a cornfield

FJF Garden Tour

Overview of the US Agriculture System based on FJF's Garden Tour on the National Mall—Short Form eLearning Modules

2-3 Minutes Each—12 segments Total

Farm Journal Foundation offers a range of educational content for students in elementary, middle school, and high school, to help tell the story of U.S. agriculture. Our educational content, including farmer-narrated videos, worksheets, and other classroom materials, became especially important in the past two years, as virtual learning became more prevalent during the COVID-19 pandemic, and is now used by students in all 50 states.

To complement our existing materials, we began an exciting new project in 2021 to create Next Generation Science Standards curriculum for students in kindergarten through 12th grade.

This new project, which follows the story of our food and agricultural systems from the field to the dinner plate, is currently underway and is slated for nationwide distribution in 2022. When complete, it will include engaging videos narrated by farmers and stakeholders from across the food value chain, as well as a comprehensive set of classroom materials and teaching guides for multiple age groups. We are excited to unveil this project next year and look forward to providing future updates!

TEACHER RESOURCES

To support community learning during these challenging times, we hope these resources and guides are beneficial to developing your lesson plans and achieving goals for your students.

Overview of the U.S. Agriculture System

TEACHER GUIDE [↓](#)

Business & Culture of U.S. Agriculture

TEACHER GUIDE [↓](#)

FJF Garden Tour

TEACHER GUIDE [↓](#)

Webinar

A 5 min webinar video that explains how to access, download, and use the guides offered on this page.

WATCH

Order Goggles

To order free virtual reality single use goggles please use the link below to contact us. Order Will be shipped out 7-10 business days from order date. While supplies last.

ORDER GOGGLES

ON BACKORDER UNTIL NOV. 15



PARTNERS

Farm Journal Foundation is deeply grateful to our partners, who understand the value of educating and advocating on the national stage and whose support makes our work possible. Our partners include a diverse range of organizations representing government, nonprofits, and the private sector, all working to make a difference for rural livelihoods and innovative agriculture.

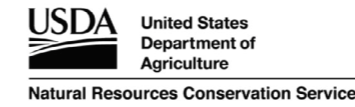
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