

THE BUSINESS OF FARMING: RESILIENCE, REALITY, AND RETURN ON INVESTMENT

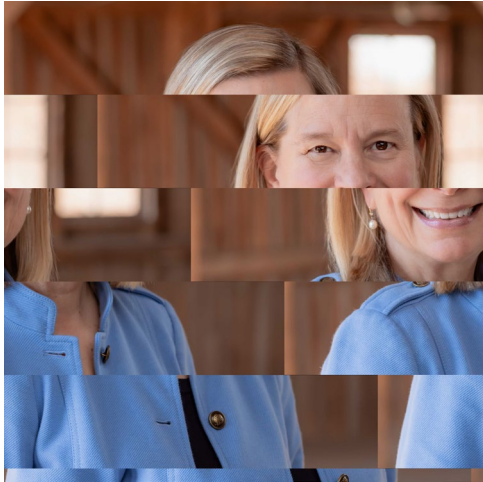
Round Table Meeting January 2024

**Remember Round Table follows
Chatham House Rule**



WELCOME ADDRESS AND FARM FOUNDATION UPDATES





Shari Rogge-Fidler

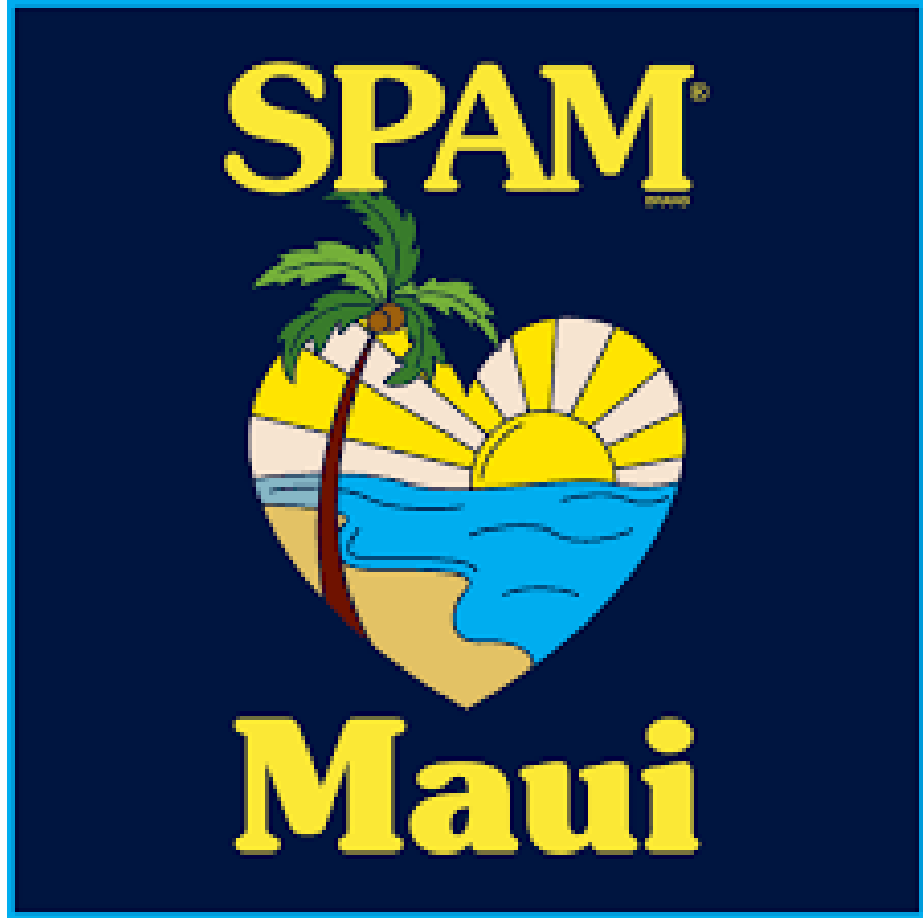
**President and CEO
Farm Foundation**



Daniel Basse

**Board Chair
Farm Foundation**



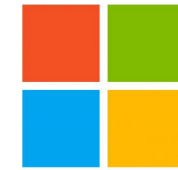


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Foundation®
Accelerating people & ideas

Gold Sponsors

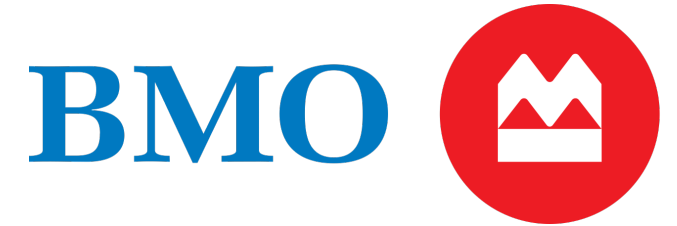


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2024 Agricultural Economics Fellow



Sandro Steinbach, PhD

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The Ohio State University



Awatif El Abdellaouy
Texas A&M University



Alayna Gerhardt
Oklahoma State University



Kiara Ivy
Florida A&M University



Ashton Redd
University of Arizona



Ryanna Tietje
The Ohio State University

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Kristiina Ala-Kokko
Kansas State
University



Ian Bennett
University of Florida



Courtney Cooper
University of
Arkansas



Elizabeth Crespi
Johns Hopkins
University



Andre De Souza Coelho
University of the
District of Columbia



Suhina Deol
Washington State
University



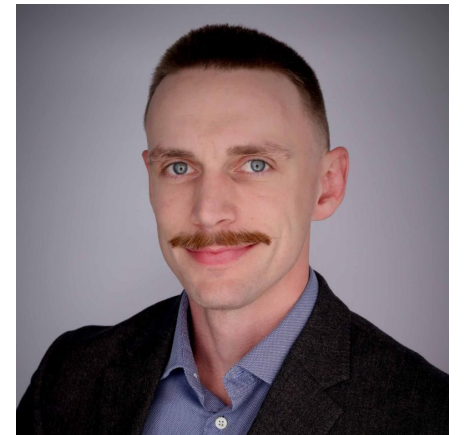
Aisling Hagan
University of
Tennessee



Rachel Judd
Texas A&M
University



Clare McGrady
Michigan State
University



William McWilliams
Virginia Tech
University

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Matthew Melchor
Kansas State
University



Logan Moss
University of
Arkansas



Mya Price
University of the
District of Columbia



Nicholas Reynolds
Florida A&M
University



Olivia Richard
San Diego State
University



John Robinson
North Carolina State
University



Lorin Rudin-Rush
University of
Wisconsin-Madison



Tyler Treakle
Arizona State
University

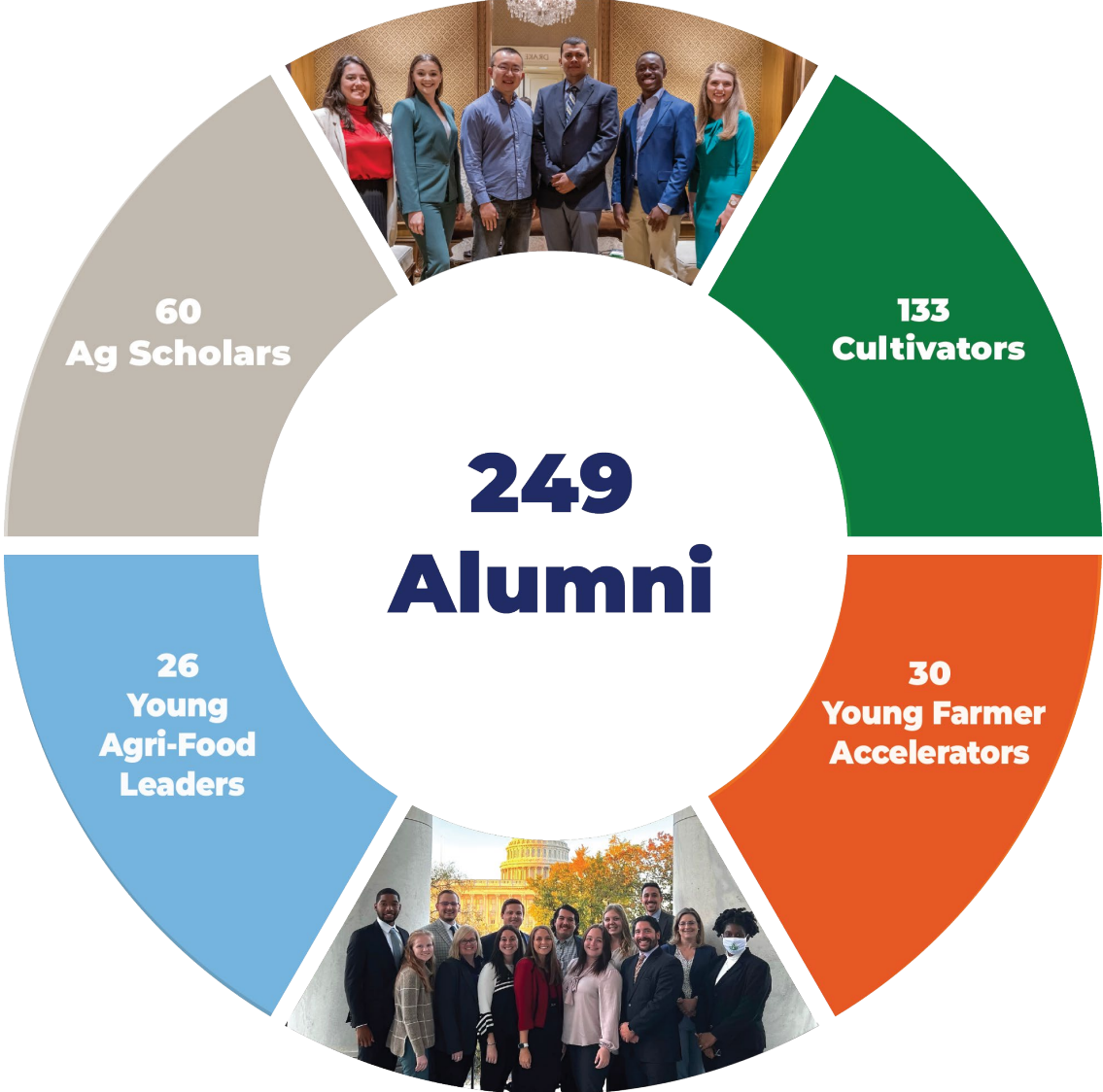


Rebecca Weir
University of
Minnesota



Katherine Westerman
University of
Rhode Island

FARM FOUNDATION NEXT GENERATION ALUMNI



SEEDERS



Bayer CropScience



WELCOME GUESTS!



FARM FOUNDATION UPDATES



FOUR YEARS AT FARM FOUNDATION: GRATITUDE AND MY "WHY"



THE BUSINESS OF FARMING – WHAT I’M HEARING

- **Artificial Intelligence:** impact on agriculture, when and where first
- **Climate/regenerative agriculture**
 - Invasives, fungus, what to plant/where
 - Soil health
 - Innovations to help tackle
- **Trade** policy and concerns
- **Labor**/talent
- **Farmland**’s role, use, ownership, and transition

GRATITUDE AND KUDOS!

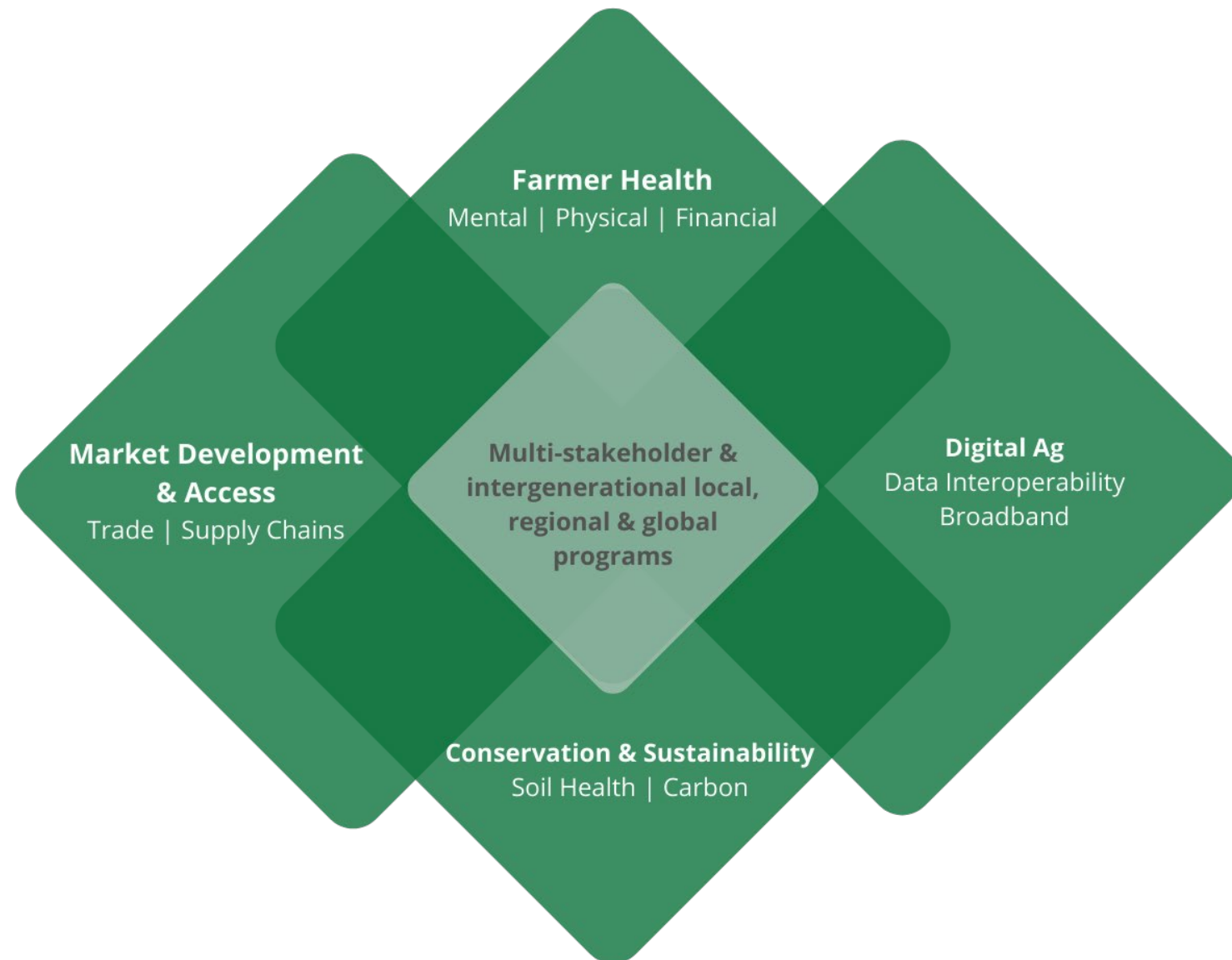


90TH ANNIVERSARY – THANK YOU!



ACCELERATING PEOPLE & IDEAS

- **Building a future** for farmers, our communities and our world.
- **Building trust and understanding** at the intersections of agriculture and society.
- **Building momentum** with the new **Innovation and Education Campus** for local, regional and global in-person and virtual programs.



EXPANDED ROUND TABLE

Farm Foundation's Round Table Program

- Unique community of food and agriculture stakeholders
- Round Table Fellows are “tapped for life”

Round Table Program continues engagement and momentum

- ~6-8 new Fellows per year over last four years, along with new Honorary Life Fellows each year
- Engaged in our project work, as Forum speakers, mentors and donors

EXPANDED NEXTGEN

Farm Foundation's Inaugural Field to Future Cohort with Pepsico

2024-2025 Field to Future Program Cohort



Gwendolyn Childs
Oklahoma State
University



Ryleigh Clayborn
West Virginia State
University



Makailah Danzy
Florida A&M
University



Morgan Smith
University of Florida



Joy Tate
Louisiana State
University



Gillian Villa
Kansas State
University

EXPANDED GLOBAL IMPACT



EXPANDED GLOBAL IMPACT

- **Farm Foundation Forums attracted 2,430 registered participants in 2023 across 28 countries:** Argentina, Australia, Belgium, Benin, Brazil, Canada, Côte d'Ivoire, Czech Republic, France, Georgia, Germany, Ghana, India, Indonesia, Ireland, Mexico, Netherlands, Nigeria, Pakistan, Panama, Philippines, Puerto Rico, Spain, Somalia, Switzerland, United Kingdom, United States, and Uruguay
- **953 registered** for the September 26 Forum "What to Expect from the 2023 Farm Bill Now"

FARM FOUNDATION FORUM

What to Expect from the 2023
Farm Bill Now

September 26 2023 | 9:00am CT



Join the conversation with our expert panel:



Jonathan Coppess

Director of the Gardner Agriculture Policy Program and Associate Professor of Law and Policy, Department of Agricultural & Consumer Economics, University of Illinois at Urbana-Champaign



Joe Outlaw, Ph.D.

Regents Fellow, Professor, and Extension Economist, Texas A&M
Farm Foundation Round Table Fellow



John Newton, Ph.D.

Chief Economist,
United States Senate Committee
on Agriculture, Nutrition & Forestry



Emily Pliscott

Economist/Senior Policy Analyst,
United States House of Representatives
Committee on Agriculture



Steven Wallander, Ph.D.

Senior Economist (Detailee), United States
Senate Committee on Agriculture, Nutrition
& Forestry (Chairwoman Debbie Stabenow)

EXPANDED STAKEHOLDERS

5X INCREASE

Restricted Donors

75% INCREASE

Unrestricted Donors

GROUNDBREAKING CEREMONY



INNOVATION AND EDUCATION CAMPUS

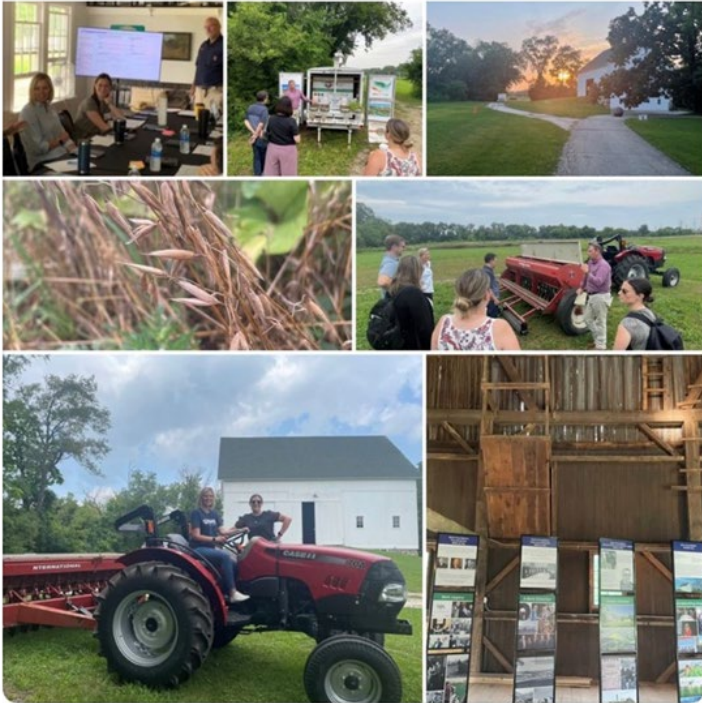


VISION BECOMING REALITY!



AG101 BOOTCAMP: LINKEDIN GLIMPSE

A great opportunity to experience the farm, see their oat field close up, and apply the knowledge gained to Quaker's own seed to spoon journey.
[#QuakerPride](#) [#FarmFoundation](#)
[#Oats](#) [#agriculture](#)



17

1 comment

curious team! [#agriculture](#) [#farming](#)
[#soilhealth](#)



17

1 comment • 4 reposts



Like

Comment

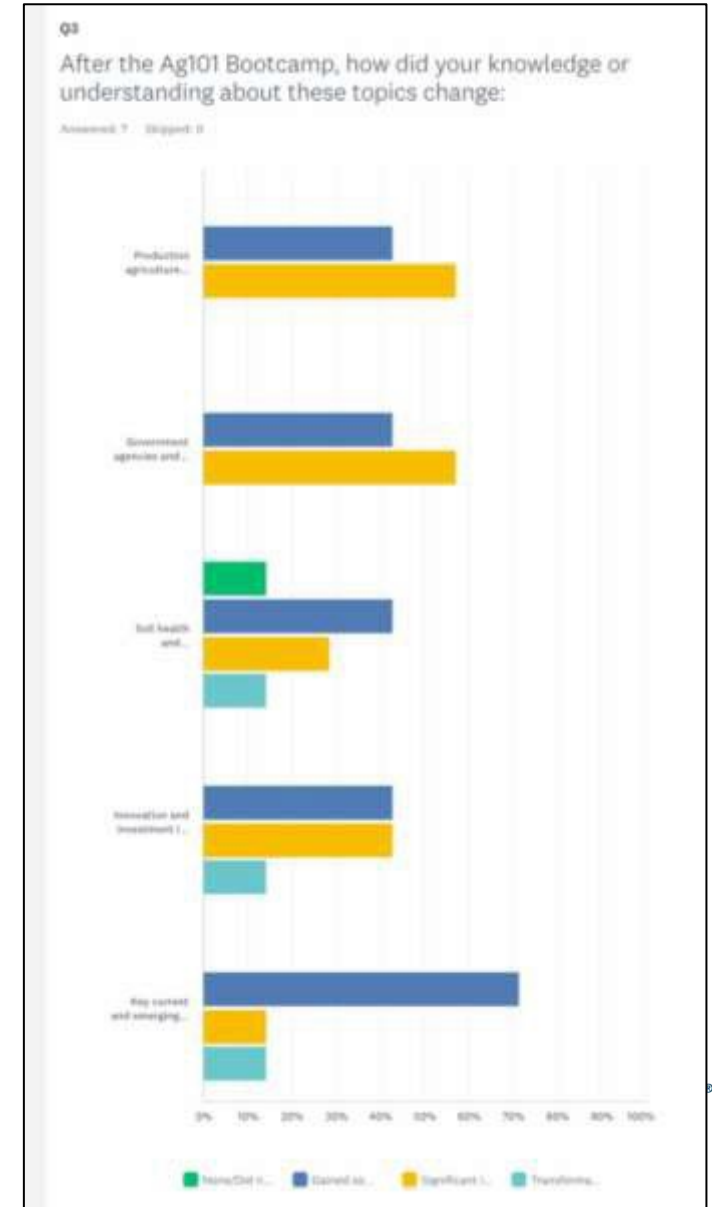
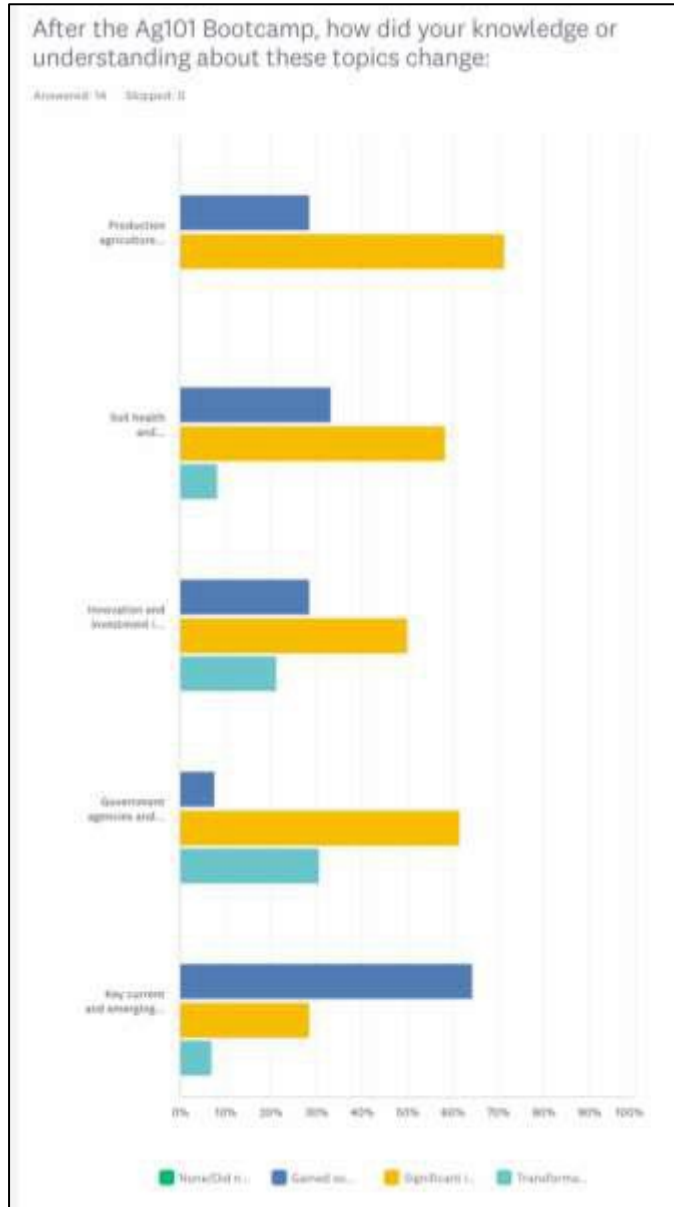
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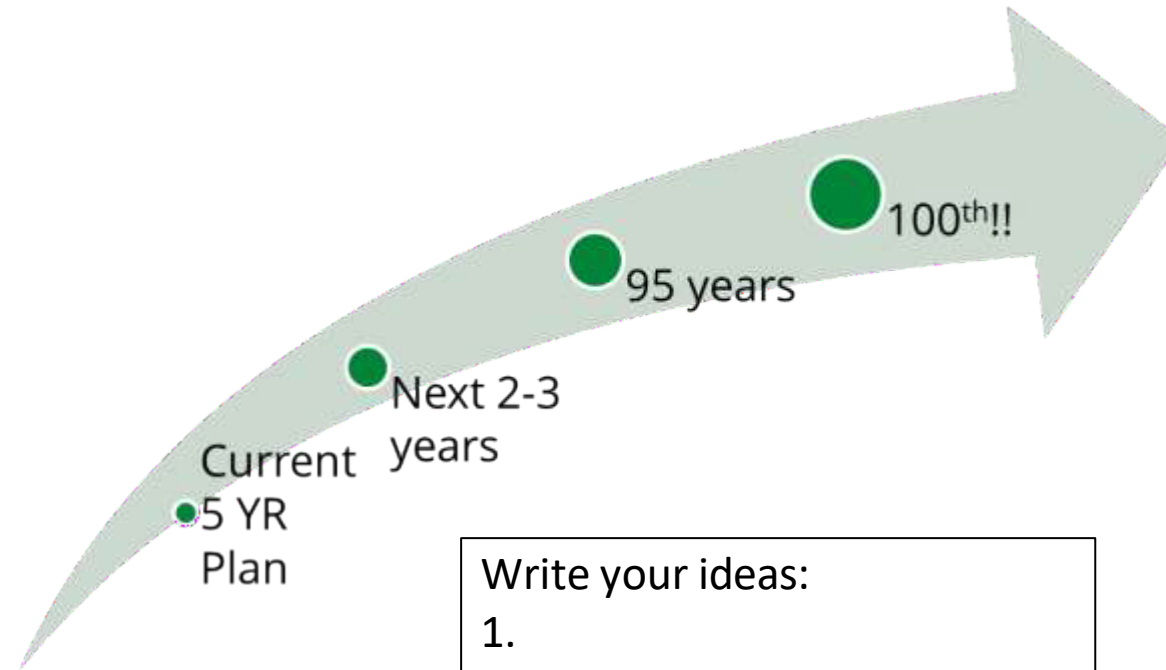
AG101 BOOTCAMP SURVEY DATA: SIGNIFICANT AND TRANSFORMATIONAL



WHAT'S NEXT? : 10-YEAR VISION

Key outcomes 2020-2023:

1. Strengthened administrative core, risk management
2. Innovation and Education Campus
3. Diversified donor base: new Seeders/Friends and more
4. Historic fundraising successes, doubled funding plus capital campaign for IEC
5. Doubled staff to deliver expanded programs
6. Program expansion, NextGen, projects and new Ag101 Bootcamp
7. Expanded marketing/communications activities, reach, awareness
8. Digital program excellence
9. Became the "go to" accelerator for USDA and others



Write your ideas:

- 1.
- 2.
- 3.

Write your ideas:

- 1.
- 2.
- 3.

JOIN US!

- Get involved, begin something new or more deeply
- Follow on social media
- Become a Friend of Farm Foundation
- Use this week to learn more, engage more deeply, both formal and informal opportunities
- Share thoughts on our 10-year vision
- **Thank you!**



@farm-foundation



@farmfoundation



@thefarmfoundation



@thefarmfoundation

Special Thanks to the Hawaii Round Table Planning Committee

A.G. Kawamura, Chair

Bonnie Brayton

Thayne Larson

Jenny Maloney

Michael Parrish

Ben Riensche

Ania Wiczorek

Ryan Schohr



ROUND TABLE FOLLOWS CHATHAM HOUSE RULE





Alexis Taylor

**Under Secretary, Trade and
Foreign Agricultural Affairs
USDA**



Opening Plenary: 21st Century Resilience

Round Table Meeting January 2024





Moderator
A.G. Kawamura
Founding LLC Member
Orange County Produce, LLC



Ferrell Hughes

Director
Paramount Export Company



OPENING PANEL: Uniquely Hawai'i

Round Table Meeting January 2024





Moderator
Dr. Ania Wieczorek

Associate Professor
University of Hawai'i at Manoa



Ferrell Hughes
Director
Paramount Export Company



Mark Stoutemyer
Hawaii Research Lead
Corteva Agriscience



Richard Ha
Farmer and
Small Business Owner
Da Rubbah Slippah Group



Chad Cleveland
Owner
Ahualoa Family Farms

QUESTION AND ANSWER

Please submit your questions on the meeting app or use one of the microphones.

- **Go to app** 
- **Go to Your Agenda**
- **Find The Session**
- **Q&A Tab**

