

# ROUND TABLE FELLOW & STAFF ONLY SESSION

Round Table Meeting June 2024





**Dan Basse**  
**Chairman, Farm Foundation**  
**Board of Directors**  
**President, AgResource Company**



**Ryan Schohr**  
**Round Table Fellow**  
**Partner, Schohr Ranch**



# In Memoriam

**Robert Lanphier**  
**11/13/1932 - 12/30/2023**



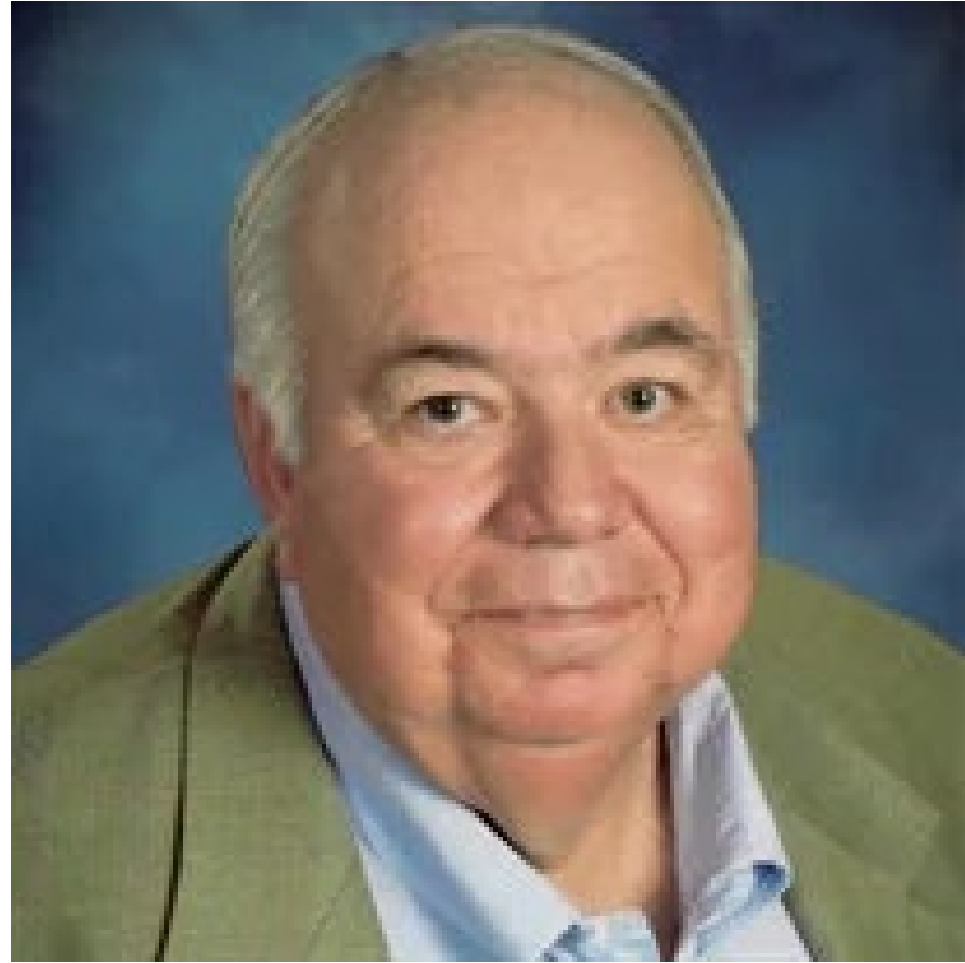
**Bill Northey**  
**05/27/1959 – 02/05/2024**



**Remembered by Sean McMahon**



**Dan Smalley**  
**03/12/1949 – 05/13/2024**



**Remembered by Don Villwock**





**Richard Crowder**  
**08/03/1939 - 05/30/2024**



**Remembered by George Hoffman**





**Take a moment of silence**



# **Special Thanks to the Round Table Program Committee**

**John Foltz, Chair  
Karen Carr  
Becky Doyle  
Kristin Kroepfl  
Jayson Lusk  
Urban Lehner  
Jay Akridge**

**Jenny Maloney  
Sylvester Miller II  
Paul Patterson  
Fabiola Perez  
Ben Riensche  
Ryan Schohr**

# **Special Thanks to the Colorado Planning Committee**

**Kelly Shea, Chair**

**Garth Boyd**

**Ed Eggers**

**Joe Swedberg**

**James Pritchett**

**Urban Lehner**

**Phil Ashcraft**





# **ROUND TABLE UPDATES**

**Round Table Meeting June 2024**



# **January 2025 Round Table**

**January 15-17, 2025 –  
Research Triangle Park, North Carolina**

***Innovation in Agricultural Biotechnology***  
**Chair: Karen Carr**

**Raleigh Marriott Crabtree Valley**

***Room block now open \$189/night***

# **Summer 2025 Round Table**

**JULY 16-18, 2025, Spokane, Washington**  
**The Centennial Hotel**

**Theme: TBD**

**Chair: John Foltz**





# **FARM FOUNDATION**

## **Vision and Governance Process Overview**



# **Vision and Governance Open Input Process**

## **"Taking Farm Foundation to the Next Level"**

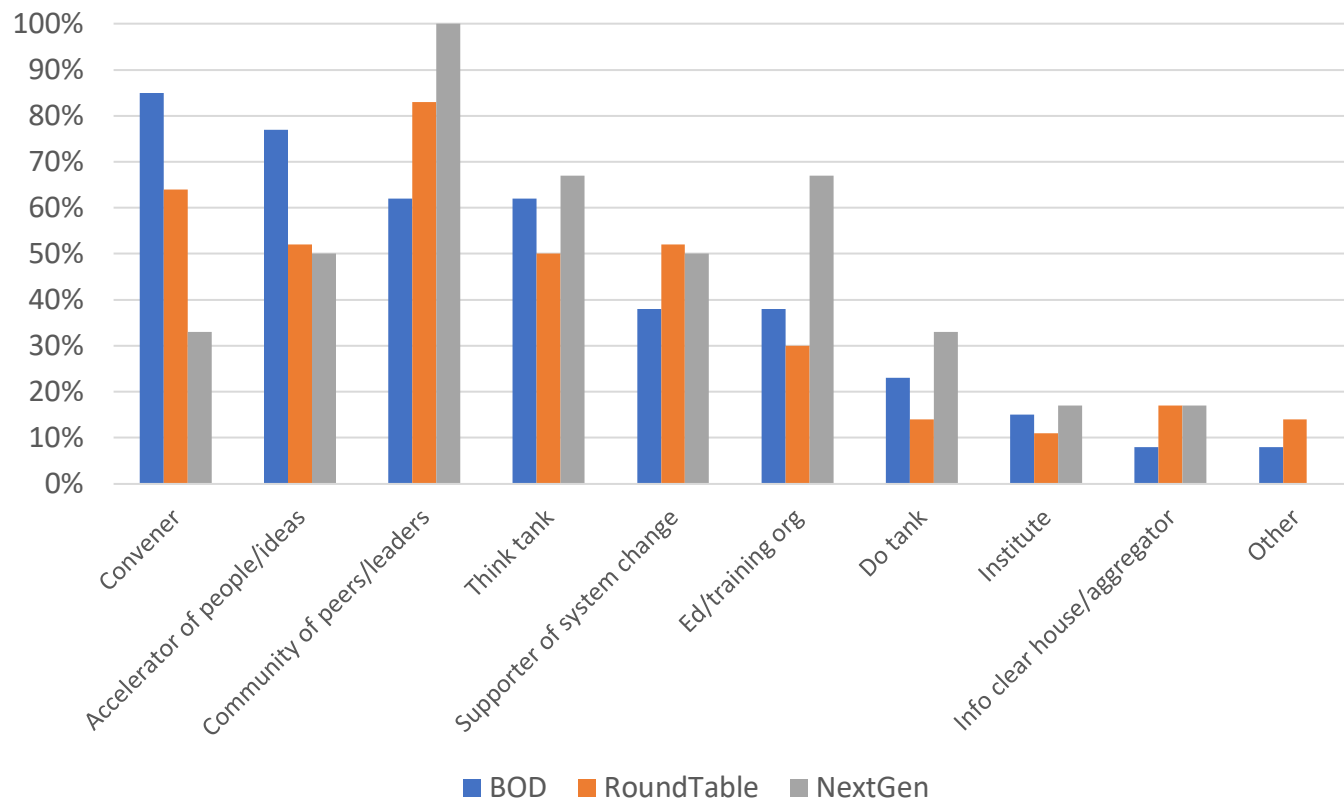
- **Board input**
  - **Executive Committee interview**
  - **Current board surveys**
  - **Sample interviews: long standing, medium and new**
  - **Four former board chairs**
- **Staff**
  - **VPs interview and vision session**
  - **All staff vision session**
- **Round Table Fellows**
  - **Survey (~60), plus 4-5 focus groups, plus a few 1:1 interviews for follow up**
- **NextGen survey (~5-10)**
- **External stakeholders (~2-3)**
- **Benchmarking (~3-5)**



# **SURVEY AND FOCUS GROUPS**

# Most respondents see Farm Foundation as an important space to convene and discuss ideas

Impressions of Farm Foundation's current purpose



BOD: N = 16  
 RoundTable: N = 67  
 NextGen: N = 6

## Takeaways

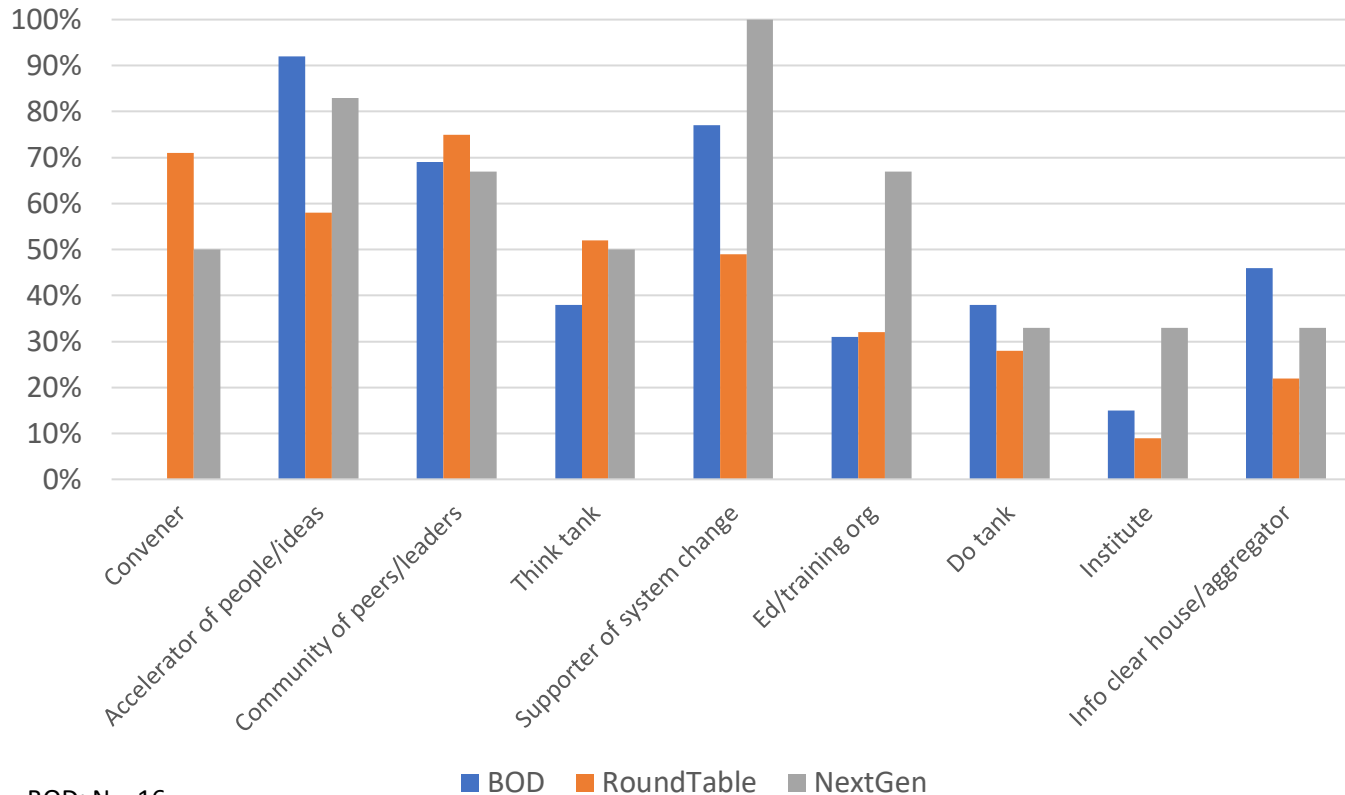
- All groups [currently] see Farm Foundation as a **convener**, **accelerator** of **people / ideas**, a **community** of **peers**, and a **think tank**
- Commentary reflects the survey results: Farm Foundation provides a space to **discuss ideas** and **network** with people in the industry
- Moving forward, Farm Foundation should continue to **provide** this **open space** for ideas and **networking**—even as it evolves

## Survey commentary

- “One of the few remaining non-partisan, balanced organizations left in the food and ag industry that provides **open dialogue** and information to improve the **understanding** of the **industry**” – BOD survey
- “Farm Foundation provides a unique **opportunity to network** with global thought leaders in agriculture and food while presenting **forums for education** and leading-edge discussions on topics affecting agriculture and food production.” – RT survey
- “To **connect young people** and professionals to peers and **mentor individuals** in the agriculture industry.” – NextGen survey

# BOD and NextGen want to see Farm Foundation continue accelerating people/Ideas and support system change

Impressions of Farm Foundation's future vision



BOD: N = 16  
 RoundTable: N = 67  
 NextGen: N = 6

## Takeaways

- Respondents want Farm Foundation to **support system change**, **educate / train future leaders**, and **maintain its community** and networking spaces
- Commentary shows that Farm Foundation should also **focus** on tackling **key issues** in **agriculture** and **broaden** its **network** to incorporate leaders from outside of agriculture (e.g., leaders from the food space)

## Survey commentary

- “Maintain most of what we already are and expanding into a more aggressive role of doing some **education**, **training**, PR, Farm Bill influence, and networking and connecting people in the industry to consumers to create new opportunities.” – RT survey
- “We should have a greater **outreach**, impacting **more people** in **food and agriculture**, particularly leaders and decision makers in food and agriculture. Big opportunity to extend our reach and **provide services** and events in the **food industry** in addition to production agriculture.” – BOD survey
- “Please encourage more academic and **industry connections** and **engagements**. Farm Foundation can serve as a connector between those audiences.” – NextGen survey

# THREE KEY THEMATIC AREAS EMERGED FROM FARM FOUNDATION'S ROUND TABLE RESPONDENTS AND INTERVIEWS

## *Key thematic areas:*

*Farm Foundation value proposition, future identity and impact*

Fellows want Farm Foundation to focus more heavily on education and training programs for the next generation of agriculture leaders

*Round Table current direction and future vision*

Fellows would like to see ideation from Round Table meetings turned into tangible action and results

*Round Table meetings and member engagement*

Fellows see value in the meetings but would like to see more diversified member representation from across the food system

# ROUND TABLE FELLOWS LIKE THE DIRECTION OF THE PROGRAM AND WANT TO FOCUS ON PUTTING IDEAS INTO ACTION IN THE FUTURE

## *Current impressions*

- **71%** of round table fellows reported being either “**very satisfied**” or “**satisfied**” with the current direction of the Round Table program
- Positive feedback included fellows’ comments that “**bringing the best of agriculture together,**” and “**providing wonderful networking opportunities**” for those involved
- The primary area of improvement from fellows was **translating ideation** from meetings into meaningful **action**

## *Future goals*

- Fellows want to double down on the **positive** communal and **networking-based aspects** of the Round Table program
- Fellows also see high value in the **content produced** and the unbiased / non-partisan discussions fostered at Round Table meetings
- Looking towards the future, fellows want to focus on **putting** ideas from **meetings** into **action** to create **meaningful change** in agriculture



# Survey and Focus Groups Feedback

**Thank you for your participation!**

**Overall, results reflect a desire for:**

- **Expanding impact and influence**
- **Maintaining current meeting format with some adjustments**
- **Contributing to development efforts beyond individual giving**

# BOARD RECOMMENDED CHANGES

## Key Ideas and Issues

# Key Ideas and Issues

- **Desire to keep RT vibrant and meaningful**
- **Avg. of 80 Fellows (~50% per meeting)**
- **External stakeholders value the meeting and are eager to engage across our Round Table network and beyond**
- **Desire to increase impact of RT and increase awareness of FF**
- **Cost of meetings continues to increase – expanding audience reduces costs and increases sponsorship**

# ENHANCING ROUND TABLE ENGAGEMENT AND IMPACT

	Description	Rationale/benefits	Concerns
<b>Round Table badges/LinkedIn</b>	Launched new way to identify Round Table Fellows on LinkedIn	Raises profile of Fellows and highlights it as an honor	
<b>Meeting cadence:</b> January/winter meeting	<b>"As is"</b> with RTFs the primary focus and some Seeders/smaller group of NextGen.	Traditionally the favorite/best attended by RTFs, so leave as is.	Cost will likely stay fairly high for this meeting.
<b>Meeting cadence:</b> June/summer meeting – <b>Approved at June Board meeting</b>	<b>Pilot 2026-2028. Round Table "plus"</b> – still invitation only, by any FF stakeholder. Still Chatham House. Includes one day of all stakeholders/guests/all NextGen. Friday has <b>special "tracks" for RT only</b> , etc. Still keep capped at moderate size, shifting from 200/250 to 300/350.	<ol style="list-style-type: none"> <li>Often lower summer attendance by RTFs</li> <li>Costs of delivering meetings increasing, good to spread out over more attendees</li> <li>Raise the profile of Round Table more widely for impact.</li> <li>Creates good pipeline for new RTFs, board members, projects.</li> </ol>	Some are concerned about increasing attendees, but others are excited by it.
<b>Pilot international trip</b>	Pilot a small group international trip, e.g. Brazil in 2026.	RTFs expressed some interest in international trip and tour	Unsure how many will commit. Pilot first via external firm.
<b>Launch opportunity 2x/year to gather via Zoom and share ideas</b>	What you are seeing in your work/on your radar/future looking.	Benefit to all RTFs to hear ideas and provides input into Farm Foundation work.	May diffuse in person gatherings?
<b>Pilot a loyalty/benefits program for RTFs</b>	Encourage engagement across Farm Foundation. Launch in 2025 or 2026.	Develop benefits for different levels of extra engagement, such as being a mentor, contributing as a sponsor, being a speaker at other FF programs, serving on committees, etc.	Need to have benefits that are meaningful or fun. Seek input from RTFs.

# Board Recommended Pilot

- **Pilot for summer 2026 - Host meeting in a new, blended format**
  - **Entire meeting open to FF stakeholders\* and their invited guests**
    - **Some sessions/days only for RT Fellows**
    - **Session “tracks” – some off-the-record, some public-facing**
  - **Includes tour, but first-come, first-served registration**
  - **Will track and report impact, economics, surveys**
- ***No changes to January RT meeting format***

\* Round Table Fellows, Honorary Life Fellows, Next Generation Program Current and Alumni Participants, Seeders, Sponsors, Friends of Farm Foundation, Participants in Ag 101 Bootcamps

# ROUND TABLE MEMBERS SEE THE VALUE IN ANNUAL CONTRIBUTIONS BUT ARE UNCLEAR OF BOTH WHERE THEIR CONTRIBUTIONS GO AND HOW TO HELP WITH FINDING PARTNERS AND SPONSORS

84%

Of Round Table fellows say they give more than the \$600 annually required minimum contribution  
(N = 58)



- “Financial support is mandatory to a valuable program and personal investment is key to participation. You get out of what you are invested in.”
- “For over 20 years have seen the return on my contributions.”
- “My wife and I find both Farm Foundation and Roundtable's mission and programs valuable and choose to support them with our dollars.”

51%

Of Round Table fellows say are unclear of how donations and contributions are used throughout the Farm Foundation  
(N = 59)



- “With the Next Gen programming, Innovation Center, and global engagements, I don't have a good understanding of project/program funding is allocated.”
- “Do we put out an annual report on cash in and cash out? If we do, I haven't seen it.”
- “I do not have an understanding of the actual budget for the organization.”

52%

Of Round Table fellows have not assisted the development team to find partners or sponsors with many stating that this process is unclear or have not been asked by Farm Foundation staff  
(N = 57)



- “I am not aware of any opportunities”
- “Have not been approached by Development staff or program to assist. Offers to assist have not been followed up on by staff.”
- “Haven't really been asked or not aware of the need or talking points for those conversations.”

# Board Recommended Changes

- **Increasing minimum annual unrestricted cash gift amount from \$600 to \$XXXX**
  - *Most RTFs already give above the minimum*
- **International travel opportunities for Round Table Fellows and spouses – pilot to Brazil in 2026 or 2027**
- **Rewarding and recognizing the many ways Round Table Fellows contribute**
  - **Rewards/Loyalty program**
  - **Recognition and Incentives for, e.g.:**
    - **Mentoring**
    - **Writing content for Farm Foundation**
    - **Speaking at Farm Foundation events**
    - **Committee service**
    - **Connecting staff with speakers, donors, corporate gifts, grant opportunities, etc.**





# Feedback and Questions?