



Annual Report
2013

80
years

Constructive Debate

Objective Analysis

Innovative Ideas

MISSION

Farm Foundation, NFP works as a catalyst for sound public policy by providing objective information to foster a deeper understanding of issues shaping the future for agriculture, food systems and rural regions.

The Foundation does not lobby or advocate.



From the Chairman and the President

Farm Foundation was created February 10, 1933, becoming what is believed to be the first entity of its type focused on agricultural and rural matters. It was a time of great economic disruption, massive social changes and complex debates about how best to react. Eighty years later similar forces are reshaping our world, albeit to different degrees and ways unimaginable in 1933. Yet Farm Foundation remains steadfast in its focus on constructive debate, objective analysis and innovative ideas.

As Farm Foundation has evolved over the last 80 years, two elements remain pillars of the organization: the Foundation's dedication to non-advocacy and objectivity, and its focus on forces with the potential to reshape the landscape of agriculture, food systems and rural communities.

Those priorities are paramount in the Foundation's *A Dialogue on Food and Agriculture in the 21st Century*, a multi-year initiative to create opportunities for diverse stakeholders to discuss how agriculture will meet the needs of 9 billion people in 2050 while protecting natural resources. The initiative has four broad focus areas: the goals and objectives of North American Agriculture, the role of science and technology, adaptability and resilience in agriculture and the food system, and human capital needs in food and agriculture.

In June 2012, the Foundation launched a series of regional meetings for thought leaders to examine views and expectations of the nation's agriculture and food system. The first meeting, which took place in Burlington, VT, was followed by a Louisville, KY meeting in April 2013. Subsequent meetings across the country in the months ahead will help bring clarity to the citizenry's priorities for the nation's agriculture and food system.

In July 2012, the Foundation helped host a workshop of producers, worker representatives, union officials, food manufacturers, and government agency representatives to discuss common ground on which to address issues on the role of foreign-born labor in U.S. agriculture.

With release of the Solutions from the Land (SFL) report in March 2013, the Dialogue Project highlighted land-based solutions for protecting and enhancing natural resources needed to produce the nation's food, feed, fiber and energy. Multiple stakeholders were involved in developing the report which highlights how

farmers, ranchers, NGOs, and government agencies at all levels can work together to identify common goals and site-appropriate options to achieve those goals with land-based solutions.

Farm Foundation® Forums continue to provide a unique platform for the discussion of timely issues in agriculture, the food system and rural communities. Policy makers, NGOs and government agency representatives participate in the Washington, D.C. events. The addition of webcasting allows us to expand those live discussions across the country, and we continue to post audio of the sessions for those unable to be part of the live sessions.

As Farm Foundation begins its next 80 years of service, we remain committed to the power of constructive dialogue and objective analysis to yield innovative ideas.



**Neil Conklin,
President**

A handwritten signature in black ink, appearing to read "Neil Conklin".



**Jay Armstrong,
Chairman**

A handwritten signature in black ink, appearing to read "Jay Armstrong".

The Leadership

At its inception, Farm Foundation's legal status was as a private trust. In May 2009, a not-for-profit corporation, Farm Foundation, NFP, assumed all program and operational functions. Farm Foundation, NFP is governed by a six-member Board of Directors. The 29-member Farm Foundation Board of Trustees continues to have responsibility for overseeing the mission of the organization, the endowment and for naming members of the Farm Foundation, NFP Board of Directors.

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Farm Foundation, NFP Board of Directors FY2013 (May 1, 2012 through April 30, 2013)

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Farm Foundation Trustees


Seated from left: Jack Odle, Paul Hammes, William Nelson, Cornelius Gallagher, Carol Keiser-Long, Joe Swedberg, Steve Irsik, Richard Crowder, Jim Borel and Barry Flinchbaugh. Standing from left: Alan Kemper, Mary Keough Ledman, Jay Armstrong, Mark Scholl, Michael Martin, John Hardin Jr., and Phil Ashcraft. Not pictured: Charlene Finck; Claudia Garcia; Dan Glickman; Greg Heying; Gary MacDonald; V. Larkin Martin; Richard Morrison; Joe Outlaw; J.B. Penn; Kenneth Roberts; and Wendy Wintersteen.

80th Anniversary Celebration

This year Farm Foundation celebrated its 80th anniversary of service to agriculture, food systems and rural communities. In the tradition of our founders, Alexander Legge and Frank Lowden, we honored our heritage by examining the challenges that are and will shape the nation’s agriculture and rural communities in the years ahead.

Farm Foundation’s 80th Anniversary Leadership Workshop featured representatives of many of the same value chain sectors represented on the Foundation’s first Board of Trustees.

Presenters were:

- Input suppliers: Jim Walker, Case IH
- Production agriculture: Mark Scholl of J&M Scholl c.
- Finance: Terry Barr of CoBank
- Cooperatives: Christopher Policinski, Land O’Lakes
- Food Service: Jerome Lyman, McDonald’s Corporation
- Education: Michael Martin, Colorado State University
- Media: Orion Samuelson, WGN Radio



“Ten global macro trends to watch: the uncertain future in global economic and political events; emerging middle classes; the disaffected youth; the rich/poor divide; the climate challenge; an aging world; urban transitions; people on the move; a more connected world; and China goes global.”

Jerome Lyman



“The pressure on producers will mean minimizing input costs, improving productivity, improving efficiencies and maximizing yields.”


Jim Walker



“The actual cost of producing higher education per credit has gone down. The difference is the cost has been shifted to households. Education has been made a private, not a public good.”

Mike Martin



“Tomorrow’s customer may be much different – a broader, more global market.” 

Mark Scholl



“Farmers need to spend more time talking about risk mitigation.”

Terry Barr



“It’s important to be right — not to be first.”

Orion Samuelson

Program Summary

The primary product of Farm Foundation, NFP is comprehensive, objective information on economic and public policy issues in agriculture, food systems and rural communities. A non-advocacy organization, Farm Foundation brings people together to examine critical issues, discuss perspectives and options and, perhaps, find common ground on which to build acceptable solutions. Workshops, conferences and Farm Foundation® Forums are among the tools we use to foster the constructive debate that is essential to sound public policy development.

A Dialogue on Food and Agriculture in the 21st Century

This multi-year initiative creates opportunities for a full range of stakeholders—producers to consumers—to deliberate on how agriculture will meet the needs of 9 billion people in 2050 while protecting natural resources.

The Project Steering Committee has identified four areas of focus: goals and priorities of North American agriculture; the role of science and technology in agriculture; adaptability and resilience in agriculture and the food system; and human capital needs in food and agriculture.

Influencer Conversations: In June 2012, the Foundation launched a series of regional conversations for thought leaders to examine views and expectations of the nation’s agriculture and food system. The first meeting was Burlington, VT, followed in April 2013 by a second meeting in Louisville, KY. Sessions are limited to about 40 people to maximize discussion opportunities. The sessions are closed to encourage a frank and open exchange of ideas. Subsequent conversations across the nation in the months ahead will help bring clarity to the nation’s priorities for agriculture and food systems.

Human Capital in Food and Agriculture: Two activities over the last year highlight the diversity of issues in the arena of human capital in food and agriculture. In July 2012, Farm Foundation, NFP, in collaboration with AGree, hosted a workshop on the role of foreign-born labor in U.S. agriculture. Over the two-day workshop, farmers, ranchers, farm worker representatives, union officials, food industry



representatives, NGOs and government agencies discussed agriculture’s labor needs, challenges for temporary foreign-born labor, and options to address those challenges. While bringing different perspectives to the table, participants agreed on the need to create a guest worker program that balances the needs of farm employers for short-term workers with the ability of workers to change employers; create a more reliable internal enforcement system, and to work for compromise in any solution between labor, growers, and retailers coupled with political support from consumers seeking a sustainable food system. The workshop summary was widely distributed to stakeholders and policy makers. The informational groundwork and relationships built during the workshop have served well as the Congress has turned its attention to immigration reform.

Human Capital Supply and Demand for Succession Leadership in Agriculture: This November 2012 workshop brought industry leaders and academics together to discuss the future leadership needs of industry and academia’s role in preparing those leaders. Key issues identified included: the need for stakeholders to collaborate in developing plans to meet human capital demand; the need for open communication between industry leaders and academia to connect what is taught with what is needed in the workplace; and recognition that changing demographics will require new approaches to education and recruitment of a more heterogeneous ethnic population.

Solutions from the Land: Collaborative work among diverse stakeholders to develop land-based solutions to issues involving agricultural and forestry production and natural resources management is the focus of Solutions from the Land (SFL). After three years of dialogue among diverse stakeholders, SFL in March 2013 released its first report, *Developing a New Vision for United States Agriculture, Forestry and Conservation*. The report identifies five broad challenges around which future policies, practices and land management approaches might be constructed, and suggests options to address those challenges. The report includes examples of multiple stakeholders—farmers, ranchers, foresters, community leaders, wildlife enthusiasts, hunters and those interested in water quality—working together to identify land-based solutions that yield productivity and natural resource protection. In partnership with The Nature Conservancy, Farm Foundation, NFP is promoting the SFL model and encouraging local stakeholders to build similar land-based collaborations and solutions for challenges in their locales. The United Nations Foundation and Conservation International helped organize the original project.



In addition to the Dialogue Project initiatives, work continues in the Foundation's major program areas—energy and agriculture; food, agricultural and trade policy; agriculture in the environment; food quality, safety and consumer perceptions; viability of rural regions; and agricultural and food system productivity, research and technology.

Presidential Candidates' Forum on Food, Agriculture and Rural America: As it did prior to the 2008 Presidential election, Farm Foundation, NFP sought to inform the discussions by inviting the Republican and Democratic Presidential Candidates to identify a representative to discuss their candidate's platform on food, agriculture and rural issues.

The 2012 Forum, a collaboration of the Foundation and the National Association of State Departments of Agriculture, was Sept. 12, 2012, at the World Food Prize Building, Des Moines, Iowa. Nebraska Sen. Mike Johanns represented GOP candidate Mitt Romney, and former Iowa Lt. Governor and former Iowa Secretary of Agriculture Patti Judge represented Democratic candidate Barack Obama. Mike Pearson, host of Iowa Public Television's Market to Market program moderated the discussion.



Farm Foundation® Forums

Since 2006, Farm Foundation has organized these public forums to engage a full range of stakeholders in informed dialogue on food, agricultural and rural policy issues. Participants examine issues, explore and analyze policy options and give voice to new proposals. Speakers provide brief topic summaries with the majority of the two-hour sessions devoted to discussion. Audio of all sessions is posted to the Foundation website after the Forums. This year the reach of two of the live sessions, which take place at the National Press Club in Washington D.C., was expanded with the addition of webcasting. The September 2012 Forum included the release by the Organisation for Economic Cooperation and Development (OECD) of its *2012 Agricultural Policy Monitoring and Evaluation Report*. This was the first time OECD did a joint release of the report in Europe and the United States. Other Forum sessions examined: how drought reshapes agriculture and food systems; what the 2012 elections mean for agriculture, food and rural policy; challenges and opportunities for U.S. dairy policy; and the impact of natural gas extraction for rural America.

Social media expands the dialogue, broadens the reach

The toolkit of social media expands opportunities for communication and conversation in the agriculture and food systems. Farm Foundation, NFP uses Twitter to push the word out about events as they occur, and Facebook to encourage thoughtful discussion on timely issues. The Foundation's blog, *AgChallenge2050*, provides thought leaders a platform for challenging ideas with new perspectives and viewpoints. The addition of a YouTube site is yet another tool to encourage and deliver objective analysis, constructive dialogue and innovative ideas for food and agriculture.



Farm Foundation® Round Table

A program of Farm Foundation, NFP, the Farm Foundation® Round Table is an invitational discussion forum comprised of agricultural and agribusiness leaders from across the food chain and across North America. These leaders meet twice yearly to examine current and developing issues. Programs are designed to explore ideas, analysis and insights that participants may use in their own work. Recent Round Table program topics have included: fostering innovation to feed the world; the future of animal protein products; the politics, economics and science of public lands; and food needs, availability and choices.

Farm Foundation has administered the Round Table since the 1983 retirement of its founders, Charles Dana and Edith Thoman Bennett. The Bennetts originally helped bring together a diverse group of agricultural leaders to advise the Eisenhower Administration on agricultural policy development. Recognizing the value of exchanging ideas and discussions on timely policy issues impacting the business of agriculture, the leaders continued to meet on an informal basis after Eisenhower's term. Those meetings evolved into the Round Table.

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FINANCIAL POSITION:	April 30, 2013	April 30, 2012	April 30, 2011
ASSETS			
Cash and equivalents	1,069	858	243
Receivables, net	110	125	184
Investments (mkt.)	24,341	23,231	24,259
Prepaid expenses	17	11	10
Equipment, net	3	5	8
Total	25,540	24,230	24,704
LIABILITIES			
Accounts payable and accrued expenses	170	159	151
Short-term grants payable	-	8	20
Deferred revenue	191	559	110
Total	361	726	281
UNRESTRICTED NET ASSETS	25,179	23,504	24,423
LIABILITIES AND NET ASSETS	25,540	24,230	24,704
ACTIVITIES:			
	Fiscal Year 2013	Fiscal Year 2012	Fiscal Year 2011
REVENUE			
Contributions	388	224	224
Program	802	560	617
Investment return	2,685	164	2,985
Other	-	-	2
Total	3,875	948	3,828
EXPENSES			
Program	1,549	1,271	1,420
Management & general	651	595	542
Total	2,200	1,866	1,962
CHANGE IN NET ASSETS	1,675	(918)	1,866
Memo: Investments - unrealized gain/(loss)	1,321	(444)	1,443

Financial Contributors

Farm Foundation, NFP leverages its financial and human resources by partnering with private- and public-sector decision makers to explore challenges and opportunities. The Foundation blends its leadership with the intellectual capital of industry, government and academic professionals across the country to develop innovative approaches to address timely issues.

The Foundation's primary funding source is its endowment established 80 years ago by founders Alexander Legge and Frank Lowden. As demand for Farm Foundation's work grows, we expand our impact through an annual fund drive and project-specific funding. Annual fund contributions provide unrestricted support for ongoing Foundation operations and programs. Project-specific funding is from a variety of sources — individuals, agribusinesses, government agencies, other foundations and NGOs. These donors recognize the importance of the Foundation's unique work, as well as the Foundation's unwavering focus on non-advocacy and objectivity.

We acknowledge the generous support of all donors.

FY2013 Annual Fund

\$286,826 (Goal: \$200,000)

Development Committee: Co-chairs J.B. Penn and John Hardin Jr., Madeline Mellinger, Carol Keiser-Long and Mark Darrington.

Chairman's Table - \$10,000 or more

Elanco Animal Health
Deere & Company

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President's Team - \$5,000 - \$9,999

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American Farm Bureau Federation
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Catalysts

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