On the cover: (Left to right) Ambassadors Madison Kurcias, Clarissa Libertelli, and Daniella Enongene harvesting produce in the Voice of the Farmer Garden.

Tyler Lund (Below) presents sustainability practices implemented on his Kansas farm.

The Farm Journal Foundation is a non-profit, 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.

TABLE OF CONTENTS

MESSAGE FROM THE CEO 4
OVERVIEW 5
FARMER AMBASSADORS 6
STATE POLICY DIALOGUES 8
VOICE OF THE FARMER GARDEN 10
HOMEBOUND LEARNING 12
FJF SPEAKER SERIES 14
THOUGHT LEADERSHIP 16
PARTNERSHIPS 17
STAFF 18
BOARD OF DIRECTORS 19
Needless to say, 2020 will go down in history as a year that forever changed our world. As I reflect on the past 12 months, I am thankful for the courage and tireless commitment of essential workers who have bravely protected and served our country. Our team is proud to work each day to support farmers in the essential role they play in feeding and nourishing the world, a role that became even more complex in the last 12 months.

Empty grocery store shelves at the onset of the pandemic sparked curiosity and appreciation among consumers for U.S. agriculture, the resilience of our food system and food security. In addition, our recent research has illustrated that the pandemic has further increased concern about climate change and the importance of environmental conservation.

We find ourselves at an unforeseen and critical crossroads to connect on a uniquely meaningful level with consumers, voters and students about the value chain of food and nutrition. The Foundation has responded to this opportunity by investing in new, targeted programming that reinforces the central role of farmers in creating a safe, abundant global food supply while stewarding the precious natural resources we all share and depend upon.

As we look toward 2021, I am optimistic the challenges that have tested us throughout this past year will contribute to purposeful learning that will make us better equipped, prepared and informed for the future. For those of you who have been personally affected by the loss of a loved one or personal challenges as a result of COVID-19, we extend sincere wishes for peace and healing as this year comes to a close.

Thank you to the farmers, students, policymakers, partners and board members who work with us each day to fulfill our mission of Meeting the Vital Needs of a Growing Global Population through Agriculture.

Sincerely,

MESSAGE FROM THE CEO

Supporting Agriculture’s Critical Role During a Year of Change

U.S. Agriculture’s Role is More Important than Ever.

As we face the ongoing threat of the global pandemic and anticipate strengthening our global food system against future challenges, the work of the Farm Journal Foundation in advocating on behalf of U.S. agriculture is more important than ever.

With the voice of the U.S. farmer at the center of all activities, the Foundation strives to actively engage consumers, university students, policymakers, thought leaders, and other key influencers in ways that increase understanding for the value of ongoing investment in agricultural research, economic development, and global food security.

UNIQUE CIRCUMSTANCES OF 2020 INFLUENCE CONSUMER ATTITUDES

For the fifth straight year, the Farm Journal Foundation has maintained an Issues Wheel that reflects consumer priorities gleaned from feedback captured during annual programming. Due to the unique circumstances of 2020, new issues categories emerged on the wheel related to the way consumers adapted household purchasing patterns and food consumption during the pandemic. Additionally, in the context of the ongoing pandemic, concern for the environment has become even more pronounced and more heavily weighted than the last three years.
The Foundation’s diverse and dynamic national network of farmer ambassadors, representing nearly 30 states, plays a central role in the Foundation’s ability to credibly explain agriculture’s important role in increasing global food security.

By sharing personal stories about the role innovation has played in achieving sustainable production efficiencies on their own farms, farmer ambassadors demonstrate how ongoing agricultural research and development increases the potential to empower smallholder farmers in emerging economies.

In 2020, farmer ambassadors conducted more than 100 virtual Capitol Hill visits with national policymakers. In addition, they hosted three local, socially distanced, on-farm meetings with policymakers and industry thought leaders.

In response to the global pandemic, the Foundation’s farmer ambassadors provided targeted grants to their local communities to assist with pandemic relief efforts. Grants were awarded to local hunger organizations, homebound learning initiatives, school lunch programs, community gardens and family counseling services.

In 2020, the Foundation welcomed three new farmer ambassadors:
- Hannah and Heidi Borg, Allen, Nebraska
- Donavon Taves, Lake Providence, Louisiana

The Foundation’s farmer ambassadors are the Central Voice in Driving Innovation and Progress. They represent agricultural diversity, serve as advocates for public speaking, engage policymakers, and educate voters, consumers and future leaders.

In 2020, farmer ambassadors conducted more than 100 virtual Capitol Hill visits with national policymakers. In addition, they hosted three local, socially distanced, on-farm meetings with policymakers and industry thought leaders.
STATE POLICY DIALOGUES

On-Farm Engagement Leads to Tangible Ag Policy Outcomes

The Foundation’s farmer ambassadors in 2020 hosted three State Policy Dialogues in New York, Pennsylvania and Kansas, where they engaged national policymakers and agricultural thought leaders in discussions about the importance of U.S. leadership in global food security and agricultural research. Since the program’s initiation in 2019, state policy dialogues have resulted in tangible policy outcomes to benefit U.S. agriculture.

NEW YORK
Host: Michael and Edie McMahon, of E-Z Acres Farm in Homer, New York
National Policymakers:
U.S. Rep. Anthony Brindisi (D-NY, 22nd District)
Joe Nehme, regional director for U.S. Sen. Chuck Schumer (D-NY)
Roundtable Participants:
David Fischer, president, New York Farm Bureau Federation
Dr. Catherine Bertini, chairwoman, Global Alliance for Improved Nutrition (GAIN) and 2003 World Food Prize Laureate
Three leading Cornell researchers specializing in dairy nutrition, waste management and environmental sustainability.

PENNSYLVANIA
Host: Brubaker Farms, Mount Joy, Pennsylvania
National Policymakers:
U.S. Rep. Glenn “GT” Thompson (R-PA, 15th District)
Bob Sousa, state director for U.S. Sen. Pat Toomey (R-PA)
Roundtable Participants:
Dr. Rick Roush, dean, College of Agricultural Sciences, Pennsylvania State University
Rick Ebert, president, Pennsylvania Farm Bureau
Dr. Tim Kurt, scientific program director, Foundation for Food and Agriculture Research (FFAR).

KANSAS
Host: Tyler Lund, Lund Farms and Veris Technologies, Salina, Kansas
National level Policymakers: U.S. Sen. Jerry Moran (R-KS)
Roundtable Participants:
Dr. Martin Draper, associate dean, College of Agriculture, Kansas State University
Dr. Jagger Harvey, associate professor and director, Feed the Future Innovation Lab for the Reduction of Post-Harvest Loss, Kansas State University
Dr. Tim Dalton, professor and director, Feed the Future Innovation Lab for Sorghum and Millet, Kansas State University

SPEAKER SERIES: HOW IT WORKS

WHO
• Key members of Congress
• Thought leaders
• Researchers
• Former Ambassadors

WHAT
A platform to discuss the importance of U.S. leadership in global food security and agricultural research and development

HOW
Facilitate discussion around the most important issues facing global food security and agriculture policy

INTRODUCTION
• Introduction of relevant agricultural policy and legislation
• Build strong relationships with policymakers
• Reauthorization of the Global Food Security Act and the Farm Bill

IMPACT
Three leading Cornell researchers specializing in dairy nutrition, waste management and environmental sustainability.
The Voice of the Farmer Garden, which launched in 2019 through a cooperative agreement with the USDA Agriculture Marketing Service, celebrated its second full season in 2020. Anchored by a permanent garden space adjacent to the Jamie L. Whitten Building on the USDA campus and the National Mall, the Garden is designed to serve as a living museum of U.S. agriculture, providing visitors an engaging overview of the U.S. agriculture economy when they visit the nation’s capital.

Visitors to the Garden can use their smartphones to access an animated Garden map with 12 points of interest. Each point of interest features videos narrated by the Foundation’s farmer ambassadors sharing their personal stories about what it is like to work and live as a farmer in the United States.

Several new crops were added to the Garden in 2020 including rice, cotton, grain sorghum, sugar beets and Christmas trees. The Garden was equipped to showcase important conservation agriculture practices and innovations including drip irrigation, a flooded rice field and waterfowl habitats. In addition, an agriculture and horticulture product comprised of multiple species of arbuscular mycorrhizal fungi, was applied to several Garden crops, to improve soil structure and root mass expansion, water acquisition and nutrient uptake.

An enhanced pollinator curriculum was added to the Garden in 2020. John Poto, a California honey producer and produce farmer, and Farmer Ambassador A.G. Kawamura, founder, Solutions for the Land, narrated a video explaining the importance of pollinators in global food production, which was added to the interactive Garden tour.

With live Garden tours cancelled in 2020, the Foundation team brought the Garden into consumer homes through a 3D Garden tour narrated by Trey Hill, of Harbor View Farms, Rock Hall, Maryland.

Voice of the Farmer Garden Student Ambassadors serve the important role of providing public outreach and education about agriculture and food security. Representing the University of Vermont, Virginia Tech and Towson University, the Foundation’s 2020 student ambassador team conducted socially distanced VIP tours and helped tend the Garden, gleaning produce throughout the growing season and delivering it to Washington D.C. area food banks.

Voice of the Farmer Garden: HOW IT WORKS

**WHO**
- Consumers
- Students
- Educators
- Policymakers

**WHAT**
A garden representing the U.S. agriculture economy and its importance to visitors around the world

**HOW**
Visitors engage with Student and Farmer Ambassadors to learn about agriculture’s role in feeding the world

**IMPACT**
Tangibly connects modern, sustainable agriculture to consumers interested in learning about the source of their food and how it is grown
Education and Inspiration for Curious Minds

With educators and parents scrambling to find engaging resources to supplement homebound learning, the Voice of the Farmer Garden became a virtual learning laboratory through its e-learning tools. To date, teachers in all 50 states have accessed the e-learning tool, which includes more than a dozen eLearning modules designed for middle and high school grade levels. Complimentary 3D goggles were offered to teachers to distribute to their classrooms for accessing the multiple virtual reality immersive experiences within the modules. To date, more than 10,000 people have received goggles courtesy of the Foundation.

E-learning modules highlighted:
- The U.S. agriculture system
- Business and culture of U.S. agriculture
- 3D virtual reality tours of crop and livestock operations
- Teacher guides and resources

“Homebound Learning: How It Works”

WHO
- Secondary ag educators
- Extension educators
- State curriculum coordinators
- Homeschooling parents
- Consumers

WHAT
- Dynamic e-learning materials to inspire learning in the field of food and agriculture

HOW
- E-learning modules narrated by U.S. producers
- Teacher supportive resources
- Augmented reality videos

IMPACT
- Teacher engagement from 50 states
- Educate middle school classrooms to university students
- Connect consumers to real U.S. farmers

“I found the resources from the Farm Journal Foundation to have great information for Introduction to agriculture classes. The material provides a nice, general overview of production agriculture.”

Wyatt Johnson
Agriculture, Food, and Natural Resources Instructor & FFA Advisor
Stanley County 57-1 Public Schools
Ft. Pierre, South Dakota

“The Farm Journal Foundation’s resources will be helpful in setting the context for many students who have no experience with agriculture. I’ll most likely teach my spring course using a hybrid flex model, so online resources will be helpful.”

Denise Stewardson
Extension Associate Professor and Director of Utah Agriculture in the Classroom Program
Utah State University
FJF SPEAKER SERIES

Sparkling Interest and Building Understanding with Future Leaders

College students are the country’s future voters, consumers and community leaders. The Foundation is committed to engaging these important constituents in discussions about the importance of U.S. agriculture’s role in creating affordable, accessible, and nutritious food for a growing world.

The Foundation connected with thousands of students through a virtual speaker series program. Created in partnership with Auburn University, program partners included Cornell University, Duke University, Iowa State University, Penn State University, Tuskegee University, Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS), Universities Fighting World Hunger and Global TeachAg!

The series, “Revisioning the Global Food System,” featured panel discussions with food and agriculture thought leaders across multiple sectors including government, private business, NGOs and academia.

The series was moderated by Roger Thurow, renowned author, journalist and scholar in residence at the Hunger Solutions Institute at Auburn University.

SPEAKER SERIES: HOW IT WORKS

WHO
- University students
- Consumers
- Next generation leaders

WHAT
- Convening of diverse stakeholders to explore the most critical issues for food, agriculture, and nutrition

HOW
- Virtual platform
- Open-panel discussion and Q&A
- Audience polling
- Collaborative cross-sector problem solving

IMPACT
- Connect thousands of participants
- Convene ideas, collaboration, and perspective informing consumers, voters, and next generation leaders

Sparking Interest and Building Understanding with Future Leaders

81% OF PARTICIPANTS INDICATED THEIR FOOD CHOICES HAVE CHANGED AS A RESULT OF THE PANDEMIC

64% OF PARTICIPANTS FELT STRONGLY THAT GLOBAL CLIMATE CHANGE CORRELATES DIRECTLY TO FOOD SECURITY

University Partners

Campus Organization Partners

Thousands of students tuned in virtually to the FJF Speaker Series
The Foundation commissioned three peer-reviewed agricultural policy papers to address issues relative to global food security, nutrition and agricultural research and development. These papers will be rolled out through a series of virtual events in early 2021 to provide important decision-making insights for the new Administration and Congress.

**Policy Paper Topics**

- Impact of the U.S. Decrease in Ag R&D Investments
- Advocacy Map for Climate Change Mitigation
- Improving Nutrition Focus of the McGovern-Dole International Food for Education and Child Nutrition Program

**THOUGHT LEADERSHIP: HOW IT WORKS**

**WHO**
- Global experts
- Academics
- NGO leaders
- Think tanks
- Private industry

**WHAT**
- Create solutions to key contemporary issues:
  - Food security
  - Nutrition
  - Agricultural research and development
  - Conservation

**HOW**
- Congressional testimony
- Congressional member and committee briefings
- Peer-reviewed papers

**IMPACT**
- Systematic policy change
- Education
- Capacity building for policymakers, staff, and committees

**PARTNERSHIPS**

Farm Journal Foundation is pleased to partner with a range of organizations representing government, non-profit and private sectors, to educate national-level policy makers and the public about the importance of agriculture and global food security issues.

---

THOUGHT LEADERSHIP

THOUGHT LEADERSHIP

PARTNERSHIPS