

2024 IMPACT REPORT



FARM JOURNAL
FOUNDATION

farmjournalfoundation.org

2024: FARMER FOCUSED, MISSION DRIVEN

Farm Journal Foundation, at its core, is an organization focused on serving farmers and ensuring that agriculture works for everyone – supporting strong farmer livelihoods, resource conservation, robust businesses, and ample, affordable food supplies for consumers.

We firmly believe that the answer to many of our global challenges lies in innovation, and we spent 2024 working to advance this cause. Our Farmer Ambassadors, who represent all aspects of American agriculture, continue to do impactful work educating policymakers and other important stakeholders about the value of investing in agricultural research, development, and global food and nutrition security initiatives. American farmers are some of the most efficient, innovative producers in the world, and no one knows better than they do about how new tools and technologies can impact production, profitability, and ultimately our country's ability to feed our people and trade our commodities with the world. We are always impressed by this group's leadership and passion, and their knowledge will be even more crucial as we look forward to working with the next administration in Washington.

All of Farm Journal Foundation's programming exists to support rural economic development and preservation of resources for future generations. In 2024, our Veterinary Workforce Solutions program, led by our Veterinary Ambassadors and Solutions Mapping groups, created a real impact towards addressing the national shortage of rural food-systems veterinarians and the

risks it creates for our food supply. Our conservation initiatives are directly supporting farmers in the management of land and water resources. We also believe that it is critical that farmers have a voice in national and international discussions about food systems issues, so we have been working hard to ensure their perspectives are shared in the media and at events such as COP29, the UN General Assembly, and World Food Prize.

As always, we are deeply grateful to our partners, Ambassadors, and team for the hard work and passion they show each and every day, and we look forward to seeing what the next year will bring.

**Sincerely,
Tricia Beal**
CEO, Farm Journal Foundation



OUR MISSION

Farm Journal Foundation is an independent nonprofit and nonpartisan organization dedicated to achieving global food and nutrition security by sustaining modern agriculture's leadership role and ability to meet the vital needs of a growing population.

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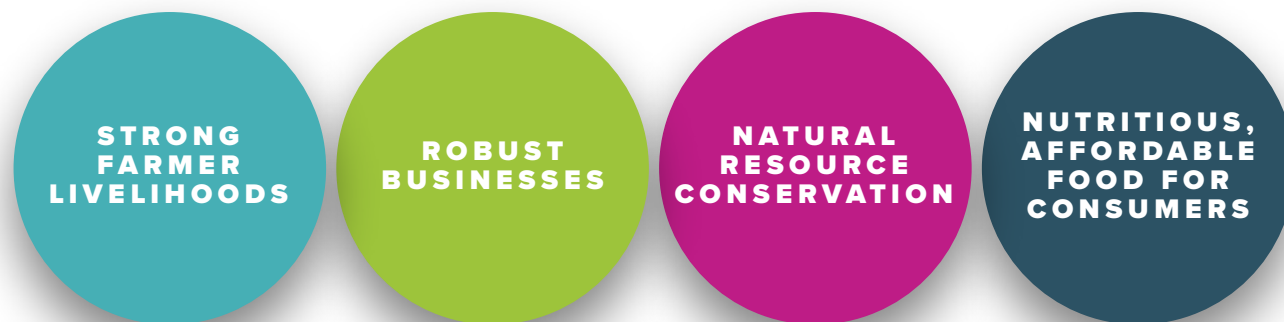
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ABOUT FARM JOURNAL FOUNDATION

Farm Journal Foundation is a farmer-centered nonpartisan organization working to advance **agricultural innovation, global food and nutrition security, conservation, and rural economic development.**

We believe in a future where agriculture works for everyone – supporting strong farmer livelihoods, business growth, consumer access to nutritious, affordable foods, and the preservation of our country’s natural resources. Achieving this vision starts with conversations – bringing all voices to the table to discuss industry challenges and how innovation can unlock solutions that serve us all.

FARM JOURNAL FOUNDATION’S VISION FOR AGRICULTURE



HOW WE WORK

Farm Journal Foundation acts as a connector and convener, bringing together stakeholders from across food and agriculture to advance solutions to pressing challenges. Our work has three main pillars: thought leadership, education, and issue engagement.



THOUGHT LEADERSHIP

We write and commission peer-reviewed policy research that offers tangible solutions to challenges across food and agriculture. We then elevate important ideas through op-eds, media engagement, speaking events, coalition building, and other strategic channels.



EDUCATION

We explain agriculture’s vital role in feeding a growing global population through educational programs focusing on policymakers, students, consumers, and other key audiences.



ISSUE ENGAGEMENT

We work with a network of farmers, ranchers, and growers from across the U.S. to drive policy solutions to the biggest challenges facing food and agriculture today. The Foundation’s team and our Farmer Ambassador network regularly host in-state events with federal policymakers and meetings on Capitol Hill to encourage public support for agricultural innovation, global food and nutrition security programs, agricultural development, veterinary workforce development, and other important initiatives.

2024 was a year of successes and new milestones. Below, we highlight some of our most important work of the past year.

POLICY ENGAGEMENT

Led by the inspiring work of the farmers and producers in our Farmer Ambassador program, we engaged with federal policymakers in Washington, D.C. and across the country. Our Farmer Ambassadors and staff held over 100 meetings with policymakers, and we hosted or participated in state-level events in multiple states, raising awareness about global food and nutrition security and its impact on U.S. economic opportunity and national security.



GLOBAL DISCUSSIONS

Farm Journal Foundation joined important conversations about global food and nutrition security and agricultural innovation on the international stage. In September, we hosted high-level events on the sidelines of the United Nations General Assembly in New York to elevate the importance of nutrition, and in November, we traveled to Baku, Azerbaijan to join the international dialogue and host events on the sidelines of the UN Climate Conference COP29.

This work helped to elevate farmer perspectives in important global discussions to ensure that solutions to food systems challenges work for everyone.

CONSERVATION AGRICULTURE

Farm Journal Foundation was proud to partner with the Howard G. Buffett Foundation this year to support communications and government affairs efforts at the Rwanda Institute for Conservation Agriculture (RICA). This institute of higher learning is promoting agricultural practices to increase soil health and food security in Rwanda and across Africa, and is inspiring the next generation of Rwandan leaders to serve their country through agriculture.



VETERINARY WORKFORCE DEVELOPMENT

Our work to address the national shortage of rural veterinarians had a break-out year in 2024. We kicked off educational pilots at nine universities, and three states joined our new State and Community Readiness program. Our Veterinary Ambassadors did a stellar job educating and building awareness about this important issue on Capitol Hill and beyond.



NEW PARTNERS

We kicked off our program, in partnership with the Intertribal Agriculture, Ecosystem Market Services, and the Yield Lab Institute, to support Native American cattle producers in implementing new conservation grazing practices. We are busy recruiting producers for the program in Montana, Florida, and Oklahoma, and we've organized and attended numerous events across the country to build awareness about the potential benefits of this program. By focusing on open communication in producer engagement and enrollment, we are concentrating on building opportunities for Tribal producers to actively participate in USDA conservation programs.



A NATIONWIDE NETWORK OF LEADERS IN AGRICULTURE

Farm Journal Foundation's flagship Farmer Ambassador program enables farmers, producers, and growers from around the country to engage federal policymakers in discussions about agriculture'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 group of Ambassadors who are innovators and leaders in their field, representing all aspects of American agriculture, including row crops, specialty crops, dairy, livestock, and aquaculture.

2024 POLICY AND LEGISLATIVE HIGHLIGHTS

In 2024, Farm Journal Foundation Farmer Ambassadors, Veterinary Ambassadors, and staff continued our extensive, strategic engagement of federal policymakers to advance priorities related to global food and nutrition security, agricultural research and innovation, and rural development issues. We held more than 100 meetings with officials across Congress and the executive branch to support strong funding and implementation of U.S. government initiatives in these issue areas.

Earlier in the year, we saw fiscal year 2024 funding finalized and passed into law by Congress. Although across-the-board funding cuts did result in a small decrease in overall funding for global food security and agricultural development programs, public agricultural research at USDA was held flat, and international agricultural research programs at USAID received a substantial increase compared with previous fiscal years. This funding included support for the Feed the Future Innovation Labs, CGIAR, and other investments that develop long-term solutions to challenges facing small-scale producers in lower-income countries, internationally and U.S. economic and national security interests here at home.

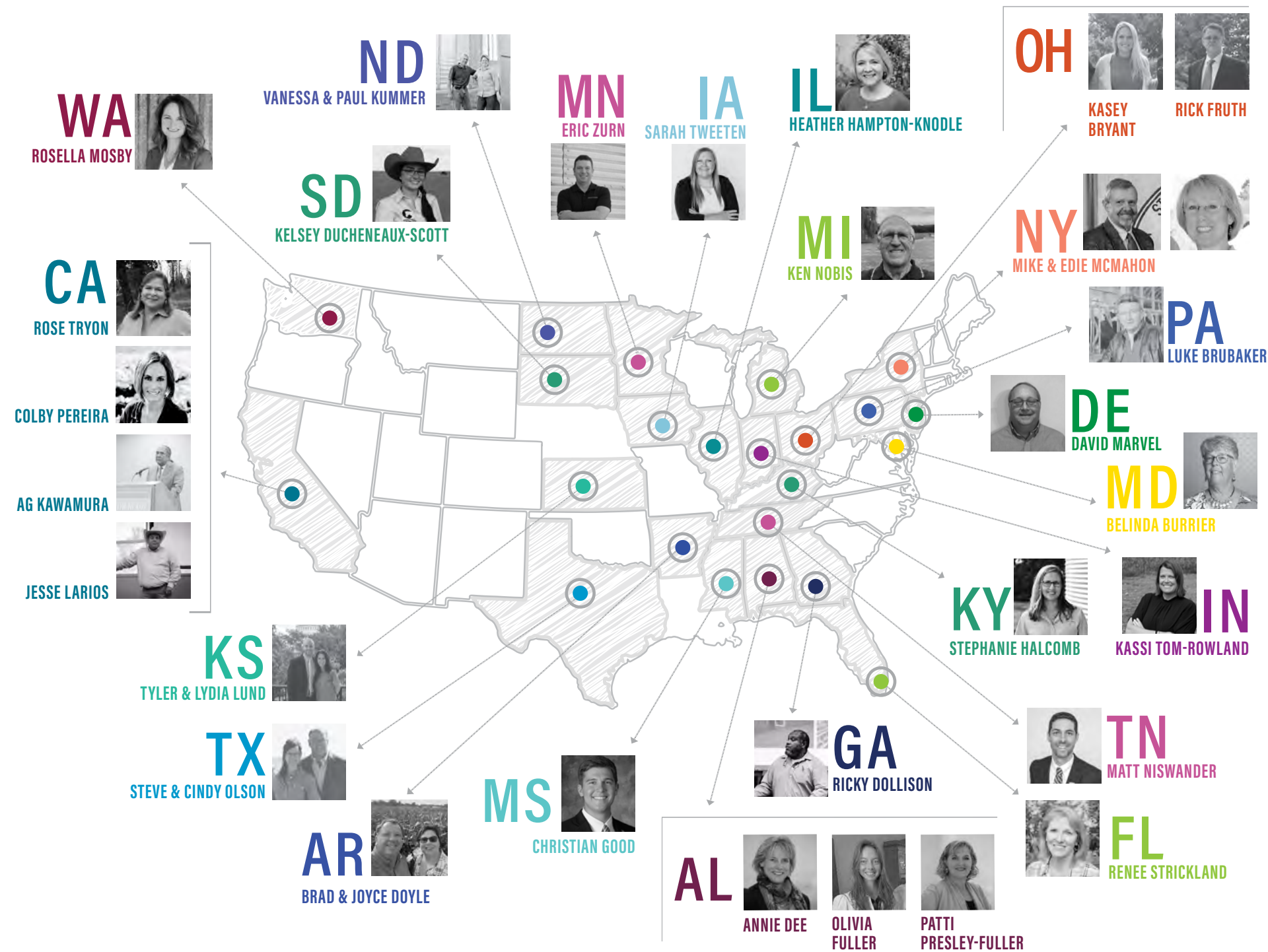
As of the end of 2024, Congress had not finalized fiscal year 2025 funding, but Farm Journal Foundation will continue to highlight the importance of robust investments in public agricultural research and the Feed the Future initiative, especially in areas that support international agricultural research and development, scaling of innovations to reach more producers, improved nutrition, and local private sector development to bolster food systems for the future. Farm Journal Foundation firmly believes in the lasting benefits of international agricultural research and development – we have seen time and time again that reductions in global food insecurity and malnutrition are tied to both U.S. national security and economic interests.

Regrettably, Congress was unable to pass a five-year farm bill in 2024. There were promising signals in the final weeks of December 2024 that there would be funding provided in a one-year farm bill extension for “orphaned” programs like the Foundation for Food and Agriculture Research (FFAR), which would allow that institution to continue to fund impactful public-private partnerships in agricultural research while leveraging on average an additional \$1.40 in private sector funding for every taxpayer dollar. Unfortunately, that one-year funding was not included in the year-end omnibus spending package, highlighting the continued urgency for Congress to pass a new five-year farm bill that invests in key agricultural research and development programs and also addresses the shortage of rural food animal veterinarians.

In 2025, Farm Journal Foundation looks forward to working with the new Congress and administration toward passage of a new five-year farm bill, appropriations bills, and additional legislation that supports farmers and producers by making robust investments in global food and nutrition security, agricultural research and innovation, and rural development. We also stand ready to partner with the U.S. government and explore new, innovative initiatives and investments – including through public-private partnerships – to advance these priorities and ensure U.S. national security and economic interests.



FARMER AMBASSADOR PROGRAM



WASHINGTON D.C. ENGAGEMENT

100+ between Farmer Ambassadors, Veterinary Ambassadors, and Foundation staff, with members of Congress and legislative and administration staff

COMMITTEE & ADMINISTRATION ENGAGEMENT

- Senate & House Agriculture Committees
- Senate Foreign Relations & House Foreign Affairs Committees
- Senate & House Appropriations Committees
- U.S. Department of Agriculture (USDA)
- U.S. Agency for International Development (USAID)
- U.S. Department of State
- Office of Management and Budget (OMB)
- National Security Council (NSC)
- International Development Finance Corporation (DFC)
- National Science Foundation (NSF)

WELCOME TO OUR NEWEST FARMER AMBASSADORS!



SARAH TWEETEN

📍 Iowa
🚜 Corn, soybeans



CHRISTIAN GOOD

📍 Mississippi
🚜 Corn, cotton, soybeans, beef cattle, and catfish



DAVID MARVEL

📍 Delaware
🚜 Grain, fruit, and vegetables



ERIC ZURN

📍 Minnesota
🚜 Corn, soybeans, and alfalfa



FARMER MEETINGS ON CAPITOL HILL

Farmer Ambassadors held numerous meetings in 2024 with members of Congress, legislative staff, and administrative staff, educating important stakeholders about the need to support agricultural innovation to improve global food and nutrition security.



FARM JOURNAL FOUNDATION HITS THE ROAD

Our in-state policy events engage with federal policymakers in their home states, showcasing the real world, local impact of agricultural development and innovation, and connecting that impact globally. These events reinforce conversations often started during our Washington, D.C. meetings, creating an opportunity for deliberate, one-on-one conversations with policymakers in their home settings.

In 2024, we participated in events with multiple members of Congress, administration officials, and dozens of Congressional staff. Events included farm tours, visits to agricultural research facilities, and deep conversations about how agricultural development and innovation benefit global food and nutrition security, national security, and the U.S. economy.

2024 IN-STATE EVENT HIGHLIGHTS

INDIANA | AUGUST 2024

PARTICIPANTS: Rep. Rudy Yakym (R-IN); Indiana Farmer Ambassador Kassi Tom-Rowland; Kip Tom, former U.S. Ambassador to the United Nations Agencies for Food and Agriculture; Kelsey Barnes, Farm Journal Foundation Director of Government Affairs

In August, we organized an event with Representative Rudy Yakym (R-IN) at Tom Farms, hosted by our Indiana Farmer Ambassador Kassi Tom-Rowland. At the event, we discussed the urgent need for greater investment in agricultural research and development to improve global food and nutrition security and, in turn, help ensure U.S. national security. The event included a fireside chat between Rep. Yakym and former U.S. Ambassador to the United Nations Agencies for Food and Agriculture Kip Tom, and was attended by farmers, industry stakeholders, and students.



CALIFORNIA | OCTOBER 2024

PARTICIPANTS: Rep. Jimmy Panetta (D-CA); Colby Pereira, Chief Operating Officer at Braga Fresh and California Farmer Ambassador; Rose Barbuto, Farm Journal Foundation Senior Policy Adviser; Justin Zenk, Farm Journal Foundation Government Affairs Coordinator

In October, we organized an event with Representative Jimmy Panetta (D-CA) at Braga Fresh, hosted by California Farmer Ambassador Colby Pereira. The event included a visit to Braga Fresh's on-farm regenerative agriculture trials, demonstrations on how the farm uses agricultural technology, and a conversation on the importance of protecting soil health. The discussion highlighted how support for public agricultural development and innovation can benefit farmers in the U.S., as well as smallholder farmers overseas who produce the majority of food in many lower-income countries.



ADDITIONAL EVENTS ACROSS THE COUNTRY

Iowa | June 2024

Roundtable discussion with industry leaders at the University of Northern Iowa

Federal Policymaker: Rep. Ashley Hinson (R-IA)

Host and Participants: University of Northern Iowa, Kyle House Group, Farm Journal Foundation Farmer Ambassador Sarah Tweeten, numerous Iowa agricultural organizations, and more

Key Issues: Global food and nutrition security, agricultural research and development



Illinois | April 2024

Farm visit and roundtable discussion with industry leaders

Federal Policymaker: Rep. Nikki Budzinski (D-IL)

Host and Participants: Illinois Corn Growers, PepsiCo, PCM, Illinois Soybean Association, Bunselmeyer Farms, Farm Journal Foundation Farmer Ambassador Heather Hampton-Knodle

Key Issues: Agricultural research, conservation, support for public-private partnerships



Iowa | August 2024

Engagements on the sidelines of the Farm Progress Show

Federal Policymakers: Rep. Zach Nunn (R-IA), Rep. Randy Feenstra (R-IA), U.S. Agriculture Committee Chairman G.T. Thompson (R-PA)

Key Issues: Agricultural research and development, the Farm Bill, and global food and nutrition security



Mississippi | August 2024

Roundtable discussion with congressional agricultural staff

Federal Policymakers: Congressional staff

Host and Participants: Farm Journal Foundation, Mississippi State University, Mississippi Farm Bureau

Key Issues: Benefits of agricultural research and development for U.S. farmers and smallholder farmers in lower-income countries

Maryland | May 2024

Farm Journal Foundation co-sponsored field day showcasing agricultural research at the University of Maryland College Park and USDA facilities, followed by an evening reception on Capitol Hill

Federal Policymakers: Congressional staff, USDA, Rep. Jim Baird (R-IN)

Host and Participants: National Coalition for Food and Agricultural Research (NCFAR), University of Maryland College Park, USDA, Farm Journal Foundation Farmer Ambassador Belinda Burrier, American Seed Trade Association (ASTA)

Key Issues: Support for agricultural research and development, benefits to farmers in the U.S. and abroad



CONSERVING AGRICULTURE'S RESOURCES FOR FUTURE GENERATIONS

Farm Journal Foundation is committed to supporting farmers as stewards of the land, helping them adopt practices to protect natural resources and ensure the long-term viability of their operations. In the past year, Farm Journal Foundation continued its efforts through the launch of a new conservation grazing program for Native American cattle producers in Oklahoma, Montana, and Florida, as well as our ongoing partnership with America's Conservation Ag Movement (ACAM). These programs work directly with farmers and ranchers to implement strategies that safeguard soil, water, and biodiversity, supported by technical assistance, education, and incentives from the USDA and other key partners.

AMERICA'S CONSERVATION AG MOVEMENT



In 2024, Farm Journal Foundation continued its active partnership with the America's Conservation Ag Movement (ACAM), a collaborative coalition led by Farm Journal's

Trust In Food and the USDA's Natural Resource Conservation Service (NRCS). Together, the team strives to increase adoption of conservation practices among farmers. Building on previous years' successes, ACAM recruited five new farmer Conservation Stewards across five new states - Georgia, Louisiana, Montana, New York, and Oklahoma. Together with partners, ACAM hosted a series of field days, virtual peer networks, and other outreach events that provided local organizations and community members with opportunities to engage in candid conversations about conservation needs, challenges, and solutions. We look forward to our continued partnership with ACAM and Trust in Food as we connect with more farmer Conservation Stewards and grassroot organizations through on-the-ground events and beyond.



GRAZING INITIATIVE FOR NATIVE AMERICAN PRODUCERS

In 2024, the Farm Journal Foundation, in partnership with our core project partners, made significant strides in advancing the pilot project for Tribal producers in Florida, Montana, and Oklahoma. The year marked a critical phase of outreach and engagement in collaboration with the Intertribal Agriculture Council, as we worked diligently to inform producers about the enrollment process, as well as the substantial benefits and incentives they would receive by participating. Through focused efforts, the project successfully held producer meetings on five different reservations. In Montana, these meetings were hosted on the Flathead Reservation of the Confederated Salish and Kootenai Tribes, the Blackfeet Reservation of the Blackfeet Nation, and the Rocky Boy Reservation of the Chippewa Cree Tribe. In Florida, meetings were conducted on the Big Cypress and Brighton Reservations of the Seminole Tribe at their Cattle and Range Offices. These engagements resulted in direct face-to-face outreach to 40 producers, and the project now has a total of over 85 producers expressing interest in project enrollment, aligning closely with our target goal of 70-100 producer participants.

In addition to our producer meetings on reservations, we had the opportunity alongside our partners to share the project work with potential producer participants and other stakeholders at events including the Sustainable Agriculture Summit, National Grazing Lands Conference, and the Intertribal Agriculture Council Annual Conference.

The year was defined by strategic growth and responsiveness to producer feedback. Based on their input, we expanded conservation practice options available through the project, enabling producers to better meet their conservation goals. We also enhanced our technical assistance capacity by incorporating flexible service options provided by experts in rangeland management and environmental engineering, ensuring producers receive tailored, high-quality support. These efforts were conducted in close collaboration with USDA NRCS, reflecting our shared commitment to building pathways and relationships that will continue to benefit Tribal producers well beyond the lifetime of this project.

This work has set a solid foundation for the next steps of this project. By focusing on open communication in producer engagement and enrollment, we are concentrating on building opportunities for Tribal producers to actively participate in USDA conservation programs. As we prepare to launch formal producer enrollments, we remain dedicated to supporting producers in achieving their conservation and sustainability goals while empowering them to contribute to a strong future for their operations and their communities.

2024 PRODUCER MEETINGS

STATE	LOCATION	PARTICIPANTS
Florida	Brighton Reservation	9
Florida	Big Cypress Reservation	4
Montana	Flathead Reservation	6
Montana	Blackfeet Reservation	15
Montana	Rocky Boy Reservation	6



DEVELOPING RWANDA'S NEXT GENERATION OF LEADERS IN CONSERVATION AGRICULTURE

In 2024, Farm Journal Foundation began a partnership with the Howard G. Buffett Foundation to increase awareness and encourage the adoption of conservation agriculture practices on the African continent. Our work supported the Rwanda Institute for Conservation Agriculture (RICA) in its external communications and government affairs efforts, with the aim of elevating RICA as the primary thought leader on conservation agriculture in Rwanda.



RICA is a leading educational institution, founded by Howard G. Buffett with support from the Rwandan government, that is developing the next generation of African leaders to increase food security and serve their communities through agriculture.

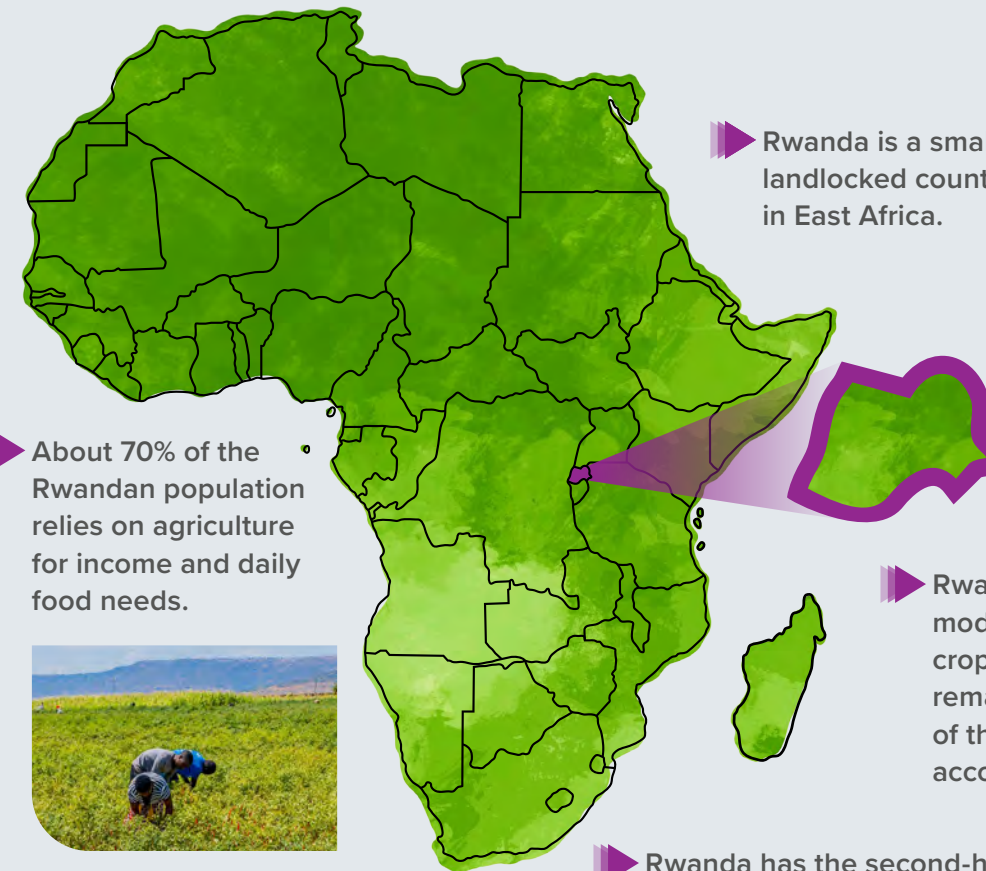


PRINCIPLES OF CONSERVATION AGRICULTURE

Conservation agriculture is a set of farming practices that, when implemented together, improve soil health and lead to greater food security. Conservation agriculture practices include:

- Minimal soil disturbance
- Maintaining soil cover
- Crop diversity
- Nutrient management
- Precision pest control
- Water efficiency
- Integrated farming systems
- Support for biodiversity

DID YOU KNOW? About Agriculture in Rwanda



▶ Rwanda is a small, landlocked country in East Africa.



▶ Rwanda is known as the "Land of 1,000 Hills" because of its rough and rugged terrain, and farmers face significant challenges due to soil erosion and land degradation.

▶ Rwanda's agriculture sector is modernizing rapidly, but low average crop yields, hunger, and malnutrition remain serious issues. About one fifth of the population is food insecure, according to the World Food Program.

▶ Rwanda has the second-highest population density in Africa. This, along with the country's hilly terrain, contributes to small average land sizes for farmers.

▶ About 70% of the Rwandan population relies on agriculture for income and daily food needs.



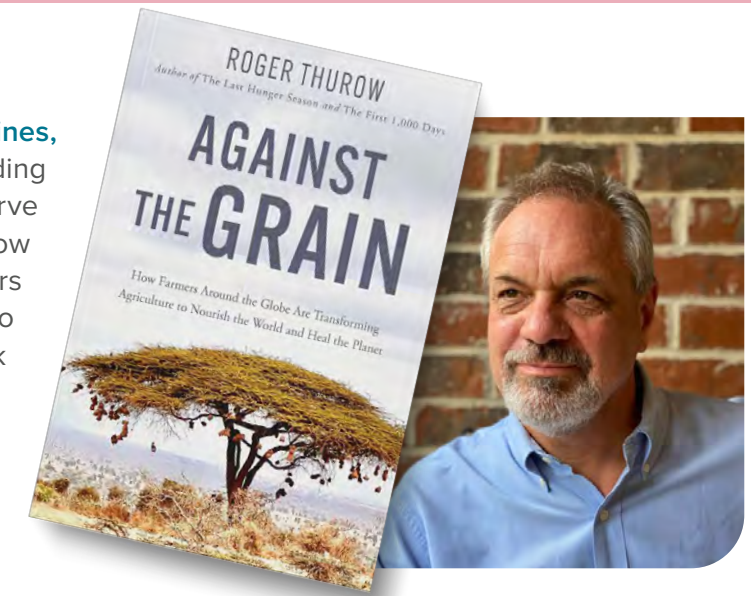
▶ The average farm size in Rwanda is about 1 acre (0.4 hectares).



CHAMPIONING AGRICULTURE ON THE INTERNATIONAL STAGE

In 2024, Farm Journal Foundation hosted events on the sidelines of three major international conferences – the United Nations General Assembly (UNGA) in New York City, the World Food Prize Norman E. Borlaug International Dialogue in Des Moines, Iowa, and the UN Climate Change Conference, COP29, in Baku, Azerbaijan. All three events explored opportunities for how best to improve the productivity, livelihoods, and nutrition of smallholder producers around the world, especially those in low-income countries, as they battle food and nutrition insecurity in the face of extreme weather volatility. **As Farm Journal Foundation’s research has shown, improvements in global food security have multiple benefits for the U.S., supporting our national security, economic development, and trade.**

Farm Journal Foundation also traveled to Des Moines, Iowa, for the World Food Prize. Our event, Avoiding a Collision: How We Can Both Nourish and Preserve Our World, featured a chat with author Roger Thurow about his latest book, *Against the Grain: How Farmers around the Globe Are Transforming Agriculture to Nourish the World and Heal the Planet*. His work explores how farmers in several major agricultural regions worldwide have faced famine, drought, and malnutrition, and how they’ve adapted their practices to work with nature. Following Thurow’s keynote conversation with Farm Journal Foundation CEO Tricia Beal, attendees heard from a panel made up of leaders of international organizations including CGIAR, USAID, and GAIN.



At UNGA, we welcomed 2024 World Food Prize Laureate, Dr. Cary Fowler, to be the keynote speaker of our event titled *Advancing Global Solutions: Elevating Nutrition to Reduce Hunger and Poverty*. The event was co-hosted with Catholic Relief Services and Caritas Internationalis and took place at the Church Center of the United Nations, right across the street from the UN headquarters in New York. Dr. Fowler was joined by the Honorable Samuel Kawale, Minister of Agriculture for Malawi and Brieuc Pont, French Special Envoy for Nutrition, along with a panel of experts.

While in New York City at UNGA, our team also attended 15 other side events. Our Vice President of Government Affairs, Katie Lee, spoke on a Food Tank panel titled, *Food and Agriculture is a Key Solution to the Climate Crisis*, and focused on the roles of the private sector and farmers, investment, and donor community as catalysts for change. This event was supported by World Food Program USA.



COP29 rounded out our international engagement for the year. Farm Journal Foundation led and engaged in several events during the conference to ensure that agriculture and farmers were elevated and viewed as part of the solution in critical global conversations. Farm Journal Foundation’s Senior Policy Adviser, Rose Barbuto, led our flagship event, *Climate-Smart Solutions for Smallholders: Taking Stock of Progress and Future Opportunities in Agriculture*, featuring Farm Journal Foundation’s Farmer Ambassador from Arkansas, Brad Doyle, and leaders from USDA, CGIAR, Bayer, and One Acre Fund. The event focused on the steps the U.S. is taking to invest in agricultural research and development to improve food and nutrition security, reduce poverty, and help mitigate climate impacts, while showcasing programmatic examples of solutions that have scaled among small-scale producers to help them build more resilient local food systems. In addition, our team hosted a private roundtable discussion session with the bipartisan Senate Staff Delegation and key leaders in global agriculture. Senate staff were able to ask questions and actively learn more about U.S. foreign assistance investments in agricultural development and innovation drive impact and address global challenges. Also in Baku, Rose was asked to moderate several other big events on the sidelines of COP29 with BIO, Solutions from the Land, Business Sweden, and GAIN.



INTERNATIONAL ENGAGEMENT



UNITED NATIONS GENERAL ASSEMBLY | SEPTEMBER 2024 Co-Hosted with Catholic Relief Services and Caritas Internationalis

Farm Journal Foundation Event: Advancing Global Solutions: Elevating Nutrition to Reduce Hunger and Poverty

Church Center of the United Nations | New York City

Speakers:

- Keynote speaker: Dr. Cary Fowler | 2024 World Food Prize Laureate
- Keynote speaker: The Honorable Samuel Kawale | Minister of Agriculture of Malawi
- Introductions: Tricia Beal | CEO, Farm Journal Foundation
- Introductions: Bill O'Keefe | Executive Vice President, Catholic Relief Services
- Panel Moderator: Shawn Baker | Chief Program Officer at Helen Keller International
- Expert Panel:
 - Dr. Jessica Fanzo | Professor of Climate and Director of the Food for Humanity Initiative at Columbia University's Climate School
 - Valerie Davis | Senior Technical Advisor, Agriculture - Gender and Nutrition at Catholic Relief Services
 - Donald Moore | Executive Director at Global Dairy Platform
 - Dr. Purnima Menon | Senior Director for Food and Nutrition at CGIAR's International Food Policy Research Institute (IFPRI)
- Closing remarks: Brieuc Pont | French Special Envoy for Nutrition



WORLD FOOD PRIZE NORMAN E. BORLAUG INTERNATIONAL DIALOGUE | DES MOINES, IOWA

Farm Journal Foundation Event: Avoiding a Collision: How We Can Both Nourish and Preserve Our World

Iowa Events Center | Des Moines, Iowa

Speakers:

- Keynote Conversation: Roger Thurow | Author, *Against the Grain*, & Tricia Beal, CEO, Farm Journal Foundation
- Panel Moderator: Rose Barbuto | Senior Policy Adviser, Farm Journal Foundation
- Expert Panel:
 - Dr. Lindiwe Sibanda | Chair, CGIAR System Board
 - Dina Esposito | Assistant to the Administrator for the Bureau for Resilience, Environment, and Food Security, USAID
 - Dr. Lawrence Haddad | Executive Director, Global Alliance for Improved Nutrition (GAIN)
- Closing remarks: Tricia Beal | CEO, Farm Journal Foundation



COP29 | BAKU, AZERBAIJAN

Farm Journal Foundation Event: Climate-Smart Solutions for Smallholders: Taking Stock of Progress and Future Opportunities in Agriculture

CGIAR-FAO Pavilion, Baku, Azerbaijan

Speakers:

- Fireside Chat: Brad Doyle, Farm Journal Foundation Farmer Ambassador & William Hohenstein, Director of the Office of Energy and Environmental Policy, U.S. Department of Agriculture
- Panel Moderator: Rose Barbuto, Senior Policy Adviser, Farm Journal Foundation
- Expert Panel:
 - Matthias Berninger, EVP, Head of Public Affairs, Sustainability and Safety, Bayer
 - Dr. Ismahane Elouafi, Executive Managing Director, CGIAR
 - Michelle Kagari, Global Director for Government Relations and Policy, One Acre Fund

COP29 SENATE STAFF DELEGATION SESSION: IMPACT OF U.S. GOVERNMENT INVESTMENTS IN GLOBAL AGRICULTURE

CGIAR-FAO Pavilion Boardroom, Baku, Azerbaijan

Speakers:

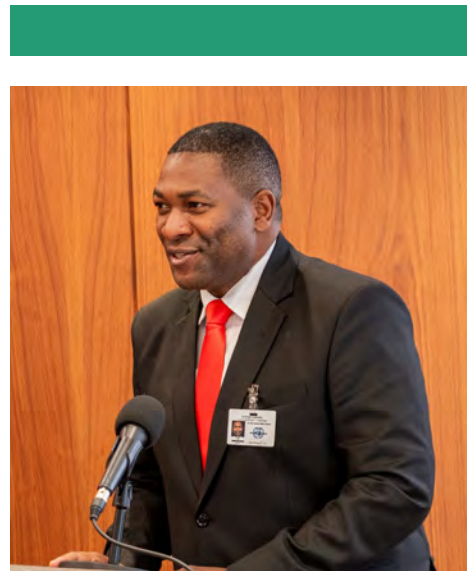
- Discussion Leader: Rose Barbuto, Senior Policy Adviser, Farm Journal Foundation
- Roundtable Discussion Participants:
 - COP29 U.S. Senate Staff Delegation
 - Dr. Ismahane Elouafi | Executive Managing Director, CGIAR
 - Lindsey Doyle | Director of The President's Emergency Plan for Adaptation and Resilience (PREPARE)
 - A.G. Kawamura | Farm Journal Foundation Farmer Ambassador and former Secretary of the California Department of Food and Agriculture





ENGAGING FARMERS IN GLOBAL DISCUSSIONS

Farm Journal Foundation hosted and participated in a number of events on the sidelines of the UN General Assembly, COP29, and World Food Prize, bringing farmer voices to the table and elevating global food and nutrition security issues.



LEADING CONVERSATIONS ON GLOBAL ISSUES

POLICY RESEARCH

How Climate Change Impacts Nutrition Security in Low- and Middle-Income Countries.

The Farm Journal Foundation team, in partnership with Cornell University researchers, released a policy paper in 2024 titled How Climate Change Impacts Nutrition Security in Low- and Middle-Income Countries. The paper touched on a series of challenges – COVID-19, regional conflicts, and climate change – that are negatively impacting food and nutrition security worldwide, then offered policy recommendations for the U.S. government to support global nutrition security.

In May, the Farm Journal Foundation team hosted a paper launch event on Capitol Hill where USAID Chief Nutritionist, Dr. Patrick Webb, led a fireside chat with paper authors Dr. Ramya Ambikapathi and Daniel Mason-D’Croze from Cornell University. Rep. Marc Molinaro (R-NY) wrapped up the event, speaking about how the recommendations presented in the paper play a role in U.S. national security and economic stability, and how U.S. policymakers could affect positive change.



FARM JOURNAL FOUNDATION POLICY PAPER LAUNCH ON CAPITOL HILL

Speakers:

- U.S. Congressman Marc Molinaro
- USAID Chief Nutritionist Patrick Webb
- Dr. Ramya Ambikapathi, Cornell University
- Daniel Mason-D’Croze, Cornell University

Master of Ceremonies:

- Farm Journal Foundation CEO, Tricia Beal



Feeding the Future: Leveraging Agriculture for Better Diets and Nutrition

Farm Journal Foundation partnered with Catholic Relief Services on a project to reduce global malnutrition through improved nutrition-sensitive agriculture programming in U.S. government efforts like the Feed the Future initiative. This included a policy paper produced by Catholic Relief Services titled Feeding the Future: Leveraging Agriculture for Better Diets and Nutrition, as well as a case study in Ethiopia. Key recommendations in the paper included better prioritizing nutrition and diet-related goals, indicators, and pathways; supporting women’s economic empowerment; investing in research and impact analysis with special attention to provide guidance to practitioners; and other key interventions. An advisory committee of leading stakeholders from across nutrition and agriculture helped guide and inform the project and paper, which was formally launched at a side event at the United Nations General Assembly.



EVENTS

Farm Journal Foundation participated in numerous speaking engagements that drove discussions on important topics, including global food and nutrition security, agricultural innovation, and rural economic development. Some highlights from the past year include:

Sustainable Agriculture Summit

December 2024 | Minneapolis, Minnesota

Farm Journal Foundation’s Tricia Beal and Maddie Skellie joined leaders from the Intertribal Agriculture Council on a panel to discuss the organizations’ partnership to support Native American cattle farmers with conservation grazing practices.



Commodity Classic

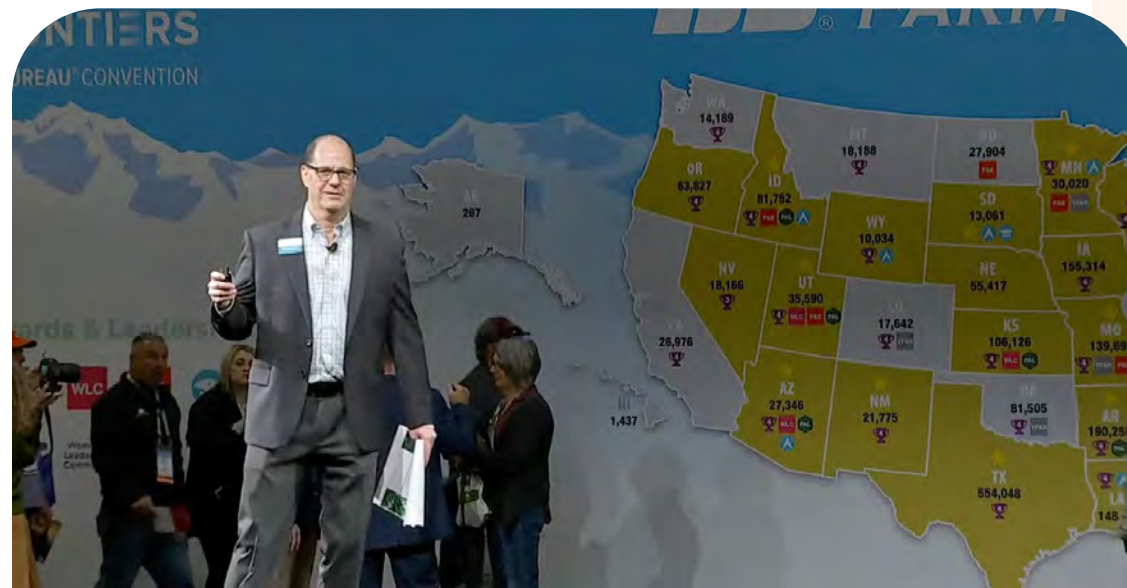
March 2024 | Houston, Texas

Kelsey Barnes, Farm Journal Foundation Government Affairs Director, moderated a panel at Commodity Classic featuring leaders from PepsiCo, WalMart, and the Soil and Water Outcomes Fund. The session covered how to engage farmers in business-led initiatives across the supply chain.

American Farm Bureau Federation Annual Convention

January 2024 | Salt Lake City, Utah

Todd Greenwood, Farm Journal Foundation’s Vice President of Policy and Partnerships, spoke on stage about the rural veterinary shortage and its impact on farmers and communities across the country.



ADDITIONAL SPEAKING ENGAGEMENTS ACROSS THE COUNTRY

MARCH 2024



Farm Bill Congressional Briefing organized by Bread for the World

Speaker: Katie Lee, Farm Journal Foundation Vice President of Government Affairs

University of Arkansas, Food Law and Agriculture Economics Programs

Speaker: Stephanie Mercier, Farm Journal Foundation Senior Policy Adviser

JUNE 2024

American Agri-Women Symposium

Speaker: Kelsey Barnes, Farm Journal Foundation Director of Government Affairs



OCTOBER 2024

Roads to Removal Symposium: Carbon Removal

Moderator: Todd Greenwood, Farm Journal Foundation, Vice President Strategic Partnerships

Making of a Farm Bill, LeadNY Agricultural Leadership Program

Speaker: Stephanie Mercier, Farm Journal Foundation Senior Policy Adviser

DECEMBER 2024

National Grazing Lands Conference

Speaker: Maddie Skellie, Farm Journal Foundation Senior Program Manager



MAY 2024

Sustainable Produce Summit

Speakers: Farm Journal Foundation CEO Tricia Beal and California Farmer Ambassador A.G. Kawamura

AUGUST 2024

Agriculture Progress Days, Pennsylvania

Speaker: Farm Journal Foundation Veterinary Ambassador Jody Kull



NOVEMBER 2024

Factors Shaping U.S. Agricultural Policy, Ames High School, Iowa

Speaker: Stephanie Mercier, Farm Journal Foundation Senior Policy Adviser

OP-ED SERIES

In 2024, we developed and placed four op-eds in outside publications, authored by our Farmer Ambassadors and partners.

Avian flu has jumped from birds to dairy cows. Farmers need options to stop its spread

 | April 2024



Ken Nobis, Farm Journal Foundation Farmer Ambassador and a dairy farmer from Michigan, authored this op-ed about how bird flu is affecting the nation's dairy industry, and why more investment in agricultural research and development is needed to tackle this crisis and others like it.

New York's Climate Week shouldn't cancel farmers like me

 | September 2024



Mike McMahon, Farm Journal Foundation Farmer Ambassador and a dairy farmer from New York, authored this op-ed about why farmers need to be included in international discussions about climate change. The piece discusses the path toward sustainability on Mike's farm, and how land-grant universities and publicly funded research benefit farmers in the U.S. and abroad.

With Agriculture Facing a 'Great Collision,' More Farmers Seek to Nourish and Heal

 | November 2024



Journalist and author Roger Thuro produced this piece after speaking at a Farm Journal Foundation event on the sidelines of the World Food Prize. This op-ed discusses how farmers are finding new methods to increase their sustainability, and how agricultural research and development can help.

With extreme weather, incoming Trump administration can't forget Florida's farmers

 | December 2024



Renee Strickland, Farm Journal Foundation Farmer Ambassador and a cattle farmer from Florida, wrote in this op-ed how hurricanes in 2024 affected Florida's agricultural industry, and why the new presidential administration should increase support for agricultural research and development to ensure farmers can remain resilient.

MEDIA

Farm Journal Foundation received coverage from local, state, and national media in 2024. Below are a few examples of the coverage we received.

With U.S. farm bill uncertain, aid groups try to protect Food for Peace

 | April 2024

The bird flu fight is faltering

 | May 2024

Report on Global Nutrition Finds Key 'Entry Points for Intervention in Food Systems

 | July 2024


Expert: The Impact of Climate Change on Global Nutrition Is a National Security Issue

 | August 2024

Farming For The Future: Indiana Farm Event Discusses Food Security And National Security

 | August 2024

Agriculture Career Day at the fair highlights NY-grown goodness, inspires next generation

 | August 2024

State Fair Expands Voice of the Farmer Garden

 | August 2024

Partnership Formed to Address Oklahoma's Veterinarian Shortage

 | August 2024

Program at ISU, other schools aims to increase rural veterinary services

 | September 2024

The Veterinary Workforce Solutions Program seeks to help fill the void of rural veterinarians

 | September 2024

Feed the world, save the planet: Congressman Panetta stops at Braga Fresh in Soledad

 | October 2024

Why Food Security Is Not Being Discussed During The U.S. Election

 | October 2024

Shortage of Livestock Veterinarians a Rising Concern in Oklahoma

 | November 2024

At UN climate talks, farmers argue for a share of money dedicated to fighting climate change

 | 2024

Where Have All the Vets Gone?

 | December 2024

Farm Journal Foundation Farmer Ambassadors and staff featured in Farm Journal's AgWeb

Farmers on the International Stage

Top Producer Magazine / AgWeb story featuring Farmer Ambassadors Brad Doyle of Arkansas and A.G. Kawamura of California | January 2024

Top Producer Podcast Episode 131

Farm Journal Foundation's Katie Lee discusses what COP means for farmers | January 2024

How Diversification Can Help Minority Farmers Thrive: Q&A with Ricky Dollison

AgWeb story featuring Farmer Ambassador Ricky Dollison of Georgia | February 2024

New Career, New Energy: The Importance of Being More Than A Warm Body in the Seat

AgWeb story featuring Farmer Ambassador Sarah Tweeten of Iowa | June 2024



DEVELOPING SOLUTIONS FOR AMERICA'S RURAL VETERINARY WORKFORCE

Our Veterinary Workforce Solutions Program wrapped up its third year in 2024, working hard to address the shortage of rural, food systems veterinarians across the country. This program focused on three main pillars in 2024: state and community readiness, student and young professional development, and issue engagement through our Veterinary Ambassador program.

STATE AND COMMUNITY READINESS

Three states made commitments to pilot our State and Community Readiness infrastructure – Oklahoma, Kansas, and Indiana. We are working in partnership with the National Association of State Departments of Agriculture (NASDA) to collect state data and information to assess each state's situational needs.



STUDENTS AND YOUNG PROFESSIONALS

In addition, the education-focused pilots kicked off at nine universities in 2024: Auburn University, Iowa State University, Kansas State University, Lincoln Memorial University, Mississippi State University, Oklahoma State University, Penn State University, Texas Tech University, and Tuskegee University. These pilots are helping students learn how to tackle student debt and financial planning, develop business management skills, and learn how to engage with rural communities. Participants also receive advice from Farm Journal Foundation's Veterinary Ambassadors. To date, the pilot program has reached 450 students and early career professionals.

Coming up in 2025, we will be piloting a version of our educational modules in high schools with agriscience educators focused on career exploration within rural and food-system veterinary careers.



VETERINARY AMBASSADOR PROGRAM

In 2024, our Veterinary Ambassadors spent time on Capitol Hill, engaging in 28 meetings with legislators from multiple states and hosting a Lunch-N-Learn for staffers to learn more about our Rural Veterinary Workforce Solutions Program. We also added one new Ambassador, Dr. Timothy Goldsmith, a professor within the Ruminant Division at the University of Minnesota, College of Veterinary Medicine.



OUR VETERINARY AMBASSADORS



Dr. Rosslyn Biggs, DVM
Oklahoma



Andy Berry
Mississippi



Timothy J. Goldsmith DVM, MPH, DACVPM
Minnesota



Dr. Brad White, DVM, MS
Kansas



Dr. Jody Kull, DVM
Pennsylvania

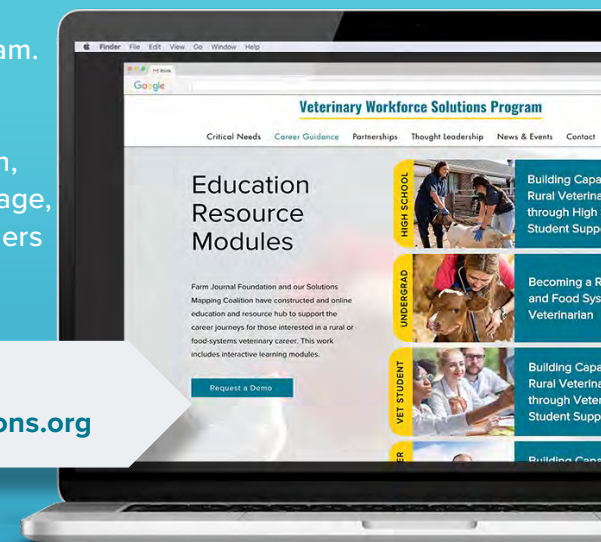
MEDIA COVERAGE

Our Veterinary Workforce Solutions Program received a wide range of media coverage in 2024, raising national awareness about this important issue.



Finally, we launched a new website dedicated to this program. It includes links to our online resource educational modules, thought leadership and research, facts about the veterinary shortage, and information about our partners and Veterinary Ambassadors.

Be sure to check it out at ruralveterinaryworkforcesolutions.org



TEACHING STUDENTS AND CONSUMERS ABOUT THE JOURNEY OF FOOD

Farm Journal Foundation's educational programs teach students and consumers about where their food comes from and the value of agriculture to the U.S. economy.

VOICE OF THE FARMER GARDEN

We partnered with the New York Department of Agriculture and Markets for a second year in 2024 to bring our Voice of the Farmer Garden to the New York State Fair. The New York Voice of the Farmer Garden, developed in partnership with the National Association of State Departments of Agriculture (NASDA) Foundation, offered visitors the opportunity to see many of the major crops grown in New York, learn about important agricultural issues, and watch engaging videos of farmers and others in the food supply chain telling the story of agriculture.



NEW PARTNERSHIP WITH THE AMERICAN ROYAL

Farm Journal Foundation is kicking off a new partnership with the American Royal to develop content for its new Learning and Engagement Center in Kansas City. The new site is currently under construction. Once completed, the new facility will tell the story of U.S. agriculture and its impact on consumers and the economy.



PARTNERS AND SPECIAL THANKS

FOUNDATIONAL PARTNERS

The organizations to the right provided us with generous support to advance our mission and programming in 2024.



SPECIAL THANKS

The organizations below worked in partnership with us to support our program delivery, thought leadership, coalition building, and other important work in 2024.

- 1,000 Days
- A.G. Kawamura
- Agricultural and Applied Economics Association / Global Cold Chain Alliance
- Alliance to End Hunger
- American Agri-Women
- American Association of Bovine Practitioners
- American Farm Bureau Federation
- American Seed Trade Association
- American Soybean Association
- American Veterinary Medical Association
- America's Conservation Ag Movement
- Auburn University
- Association of American Veterinary Medical Colleges
- Association of Public and Land-Grant Universities
- Bayer
- Belinda Burrier
- BIO
- Bipartisan Policy Center
- Blackfeet Nation
- Bread for the World
- Business Sweden
- Carbon 180
- Caritas Internationalis
- Catholic Relief Services
- Center for Strategic and International Studies
- CGIAR
- CGIAR's International Food Policy Research Institute
- ClearPath
- Columbia University
- COP29 U.S. Congressional Delegation and Support Staff
- Confederated Salish and Kootenai Tribes

- Cornell Cooperative Extension of Onondaga County
- Cornell University
- Dr. Cary Fowler
- Driftwood Farms
- Ducks Unlimited
- Ecosystem Services Market Consortium
- Environmental Defense Fund
- Farm Journal
- Farm Progress
- Foundation for Food and Agriculture Research (FFAR)
- Food Tank
- Fuller Acres Farms
- Global Alliance for Improved Nutrition (GAIN)
- Global Dairy Platform
- Global Cold Chain Alliance
- Grow Further
- Helen Keller International
- H&H Conservation
- House Agriculture Committee Staff
- House Committee on Foreign Affairs
- Inter-American Institute for Cooperation on Agriculture (IICA)
- InterAction
- Intertribal Agriculture Council
- Iowa State University
- Kassi Tom Rowland, Kip Tom, and the Tom Farms team
- KIP Designs
- Kansas State Department of Agriculture
- Kansas State University
- Kentucky Department of Agriculture
- Kyle House Group
- Lincoln Memorial University
- Mississippi Farm Bureau

- Mississippi State University
- Mike McMahon
- National Agricultural Research Federation
- National Association of Federal Veterinarians
- National Association of State Departments of Agriculture
- National Dairy Producers Federation
- National Farmers Union
- National Grazing Lands Conference
- National Milk Producers Federation
- National Sustainable Agriculture Coalition
- Native Agricultural Financial Services (NAFS)
- New York State Department of Agriculture and Markets
- Oklahoma Department of Agriculture, Food, and Forestry
- Oklahoma State University
- One Acre Fund
- PepsiCo
- Piikani Lodge Health Institute
- President's Emergency Plan for Adaptation and Resilience
- Rep. Ashley Hinson
- Rep. Jimmy Panetta
- Rep. Marc Molinaro
- Rep. Nikki Budzinski
- Rep. Randy Feenstra
- Rep. Rudy Yakym
- Rep. Zach Nunn
- Renee Strickland
- Roger Thurow
- Rockefeller Foundation
- Roads to Removal - Livermore Labs
- Russell Group
- Sarah Tweeten
- Seminole Tribe of Florida

- Stone Child College and the Chippewa Cree Tribe
- Supporters of Agricultural Research Foundation
- Sustainable Agriculture Summit
- Sustainable Produce Summit
- The Breakthrough Institute
- The Council on Strategic Risks
- The Honorable Brieuc Pont, French Special Envoy for Nutrition
- The Honorable Samuel Kawale, Minister of Agriculture for Malawi
- The Nature Conservancy
- The Platform for Agriculture and Climate Transformation
- The Yield Lab Institute
- Top Producer
- Trust in Food
- Two Hundred Consulting
- U.S. Agency for International Development
- U.S. Agriculture Committee Chairman GT Thompson
- U.S. Department of Agriculture
- U.S. Department of State
- USDA Animal Plant Health Inspection Service
- USDA Food Safety Inspection Services
- United Nations World Food Programme
- USA Rice
- Vivayic
- World Coffee Research
- World Food Prize Foundation
- World Food Program USA

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Farm Journal Foundation's Board of Directors includes a network of partners with decades of experience working in food, science, media, and agriculture.



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