Numerous challenges in agriculture:
- Government regulations
- Availability of land
- Global trade policies
- Climate
- Disease
- Fluctuations in the global marketplace
- Water scarcity
- Population growth
Engagement of New, Diverse Agriculturalists

- Average age of a farmer is 58 years old.
- Diversity of issues needs a diversity of perspectives.
3 Challenges

Awareness:
- Of opportunities in agriculture
- Of false stereotypes in agriculture
- Of need for change in agriculture
Over 300 careers in agriculture employing more people than any other industry.
Awareness of Negative Stereotypes in Agriculture
Over 1,000,000 acres of abandoned farmland in Japan.
Awareness of Negative Stereotypes in Agriculture

Farming versus the Food Industry
A Unique Generation

“Career is important because I want to feel like I’m contributing to something and doing something with my time that is worthwhile.”
“It’s simple. Work should allow us to generate an income, do what we love, and make a positive impact on the world.”
“The biggest injustice in leadership is people leading and not knowing why.”

-Jeff Simmons, Elanco Animal Health
A Unique Generation

Brazil
Partnership: Agriculture Ed.

Three Circle Model
Chicago High School for Agriculture Science
Let's fix the facts so we can feed the world.
Partnerships: Agriculture Ed
Agriculture in the Classroom
Over 3 million K-6 students reached.
Partnerships: Industry
National Star in Agriscience
Jacob Schindler

The Kudzu Kid
A Valdosta High School Junior: The Vine That Ate the South. This State Ain't Big Enough for the Two of Them.
Partnerships: Industry

Lincoln Electric

Young teachers receive gear and curriculum.
Partnerships: Industry
Internships, Scholarships, Syngenta.
Partnerships: Individuals

Producers
Chelsey Schlosnagle
Star in Agribusiness
Partnerships: Individuals

Dr. David Coffey
University
Engaging Potential
Engage Potential

We Can:

- Support
- Encourage
- Provide Resources
- Mentor