I define agriculture...
I want to be part of the industry that provides dinner for people.

In the past few years, I began to develop an interest in manufacturing. As time went by, I began to realize that agriculture is manufacturing; creating a product that people need that is economically produced and then sold for a profit. That is what has intrigued me the most about the Grain Milling Science program at Kansas State University; it is an agriculture and manufacturing degree.

The people who work in agriculture care about every aspect of their job. They try to produce the best product possible for the consumer. Being around people like this makes for good communication and long lasting friendships, and makes you feel proud to work in such a great career.

The food we eat is very important to us. It has to be brought up with care, respect and protection. It has to be safe for the consumer and the grower. This provides challenges that must be solved, and I want to be part of an industry that is well known for having ingenuity at problem solving and good stewardship, like my family before me.

My name is Ian, I define agriculture.

Ian Goding, La Vista, Nebraska
Kansas State University
Grain Milling Science
2010 AFAL eader and Academic Scholar

Agriculture

Agriculture is Innovative, Diverse, Exciting, Challenging, Rewarding, a Lifestyle, a Profession, the Backbone of the World.

A recent United Nation's report on world food and hunger identified a number of sobering and challenging facts. By 2050, the world population will increase from 6.8 billion to nearly 9 billion. The current food supply will need to increase. To do this, we need to produce as much food as has been produced in the last 10,000 years. This will be accomplished on nearly the same acreage we now cultivate, with less water and more science. If these facts do not spark your imagination, I am not sure what will.

Agriculture Future of America’s vision is to be a catalyst in the preparation of agricultural leaders who have the commitment and skills to tackle these global challenges. AFAL leaders chose this as their organization’s 2009 theme Agriculture: Many Sparks. One Fire. These four words acknowledge this industry as dynamic and diverse. They speak to the differences each individual brings to the industry. Rural, urban, male, female, with a range of interests and academic skills, but regardless of individual uniqueness, there is one thing that all agricultural leaders share a passion to be a professional. AFAL leaders embrace the future with optimism and a belief that they will solve problems and create systems to feed, fuel and clothe a growing and changing world.

This year AFAL reached new young leaders on more college campuses and in more states than any previous year. Our growth has been real and founded by the reputation of the men and women who have participated in AFAL programs. Their leadership tells AFAL’s story.

AFAL partners with rural communities, ag businesses and corporations to identify students with the spark. These are men and women who are engaged, who have a record of achievement, who are leaders; individuals who will benefit from AFAL’s personal and professional training activities. They are becoming leaders of agriculture. Their career paths may vary, but they share a common commitment to make a difference in the world through agriculture. In this report are personal messages from AFAL students. Their messages speak to the nearly 3,000 men and women who have participated in AFAL during the past 14 years.

AFAL welcomes your review of this report and invites you to become a “Spark” in the future of a young leader. Becomes a part of the “Fire.”

Ian Goding, La Vista, Nebraska
Grain Milling Science
2010 AFAL Leader and Academic Scholar

In this report are personal messages from AFAL students. Their messages exemplify the nearly 6,000 men and women who have participated in AFAL during the past 14 years. AFAL welcomes your review of this report and invites you to become a “Spark” in the future of a young leader. Becomes a part of the “Fire.”

Ian Goding, La Vista, Nebraska
Grain Milling Science
2010 AFAL Leader and Academic Scholar

The people who work in agriculture care about every aspect of their job. They try to produce the best product possible for the consumer. Being around men and women who have the same passion for good communication and long lasting relationships, and making you feel proud to work in such a great career.

The food we eat is very important to us. It has to be brought up with care, respect and protection. It has to be safe for the consumer and the grower. This provides challenges that must be solved, and I want to be part of an industry that is well known for having ingenuity at problem solving and good stewardship, like my family before me.

My name is Ian, I define agriculture.
A recent United Nation’s report on world food and hunger identified a number of sobering and challenging facts. By 2050, the world population will increase from 6.8 billion to nearly 9 billion. The current food supply will need to double. To do this, we need to produce as much food as has been produced in the last 10,000 years. This will be accomplished on nearly the same acreage we now cultivate, with less water and more efficiency. These facts do not spur your imagination. I am not sure what will.

Agriculture Future of America’s vision is to be a catalyst in the preparation of agricultural leaders who have the commitment and skills to tackle these global challenges. AFA student leaders chose as the organization’s 2009 theme Agriculture: Many Sparks. One Fire. These four words acknowledge this industry as dynamic and diverse. They speak to the differences each individual brings to the industry. Rural, urban, male, female, with a range of interests and academic skills, but regardless of individual uniqueness, there is one thing that all agricultural leaders share a passion to be a professional. AFA leaders embrace the vision with enthusiasm and a belief that they will solve problems and create solutions to feed, fuel and clothe a growing and changing world.

This year AFA reached more young leaders on more college campuses and in more states than any previous year. Our growth has been led and fostered by the reputation of the men and women who have participated in AFA programs. Their leadership tells AFA’s story.

AFA partners with rural communities, agribusinesses and corporations to identify students with the spark. These are men and women who are engaged, who have a record of achievement, who are leaders, individuals who will benefit from AFA’s personal and professional training activities. They are becoming leaders of agriculture. Their career path may vary, but they share a common commitment to a difference in the world through agriculture. In this report are personal messages from AFA students. Their messages underscore the nearly 6,000 men and women who have participated in AFA during the past 14 years.

AFA welcomes your review of this report and invites you to become a “Spark” in the future of a young leader. Blake Laethem was one of many in this group.

AFA Mission
To create partnerships that identify, encourage and support outstanding college men and women preparing for careers in the agriculture and food industry.

AFA Leader Development Model
AFA’s leader development model (above) shows how the AFA experience plays a role in developing human capital for the agriculture industry. The young men and women that AFA invests in share three characteristics—they are talented, passionate and committed to a career in agriculture. AFA mechanisms for leader development are agriculture, experience and academia, through which the AFA scholarship, internship and training programs are implemented. AFA success comes from its network of unique partnerships which creates an atmosphere that stimulates the development of professionalism, intrapreneurialism and intellectualism—such a key factor in leader development.
Agriculturalists are passionate about what they do. A career in agriculture is more than just a job; it’s a way of life that agriculturalists love. This passion stems from a deep pride in their work and the common purpose that all those in agriculture share to provide the world with quality food, fuel, feed and fiber. Those who are involved in agriculture typically feel a deeper connection to the industry as their career impacts the food chain, which in turn impacts everyone.

AFA students and young professionals exemplify a passion for agriculture in all they do and share their passion with others. The passion they have for their chosen career pushes them to thrive for the best.

Over the past 14 years, AFA has helped more than 6,000 college students and young professionals share their passion for agriculture. The AFA Leaders Conference reinforces each student’s commitment to agriculture and allows them to see that there are hundreds of other students who share their zest for agriculture. Through the AFA Opportunity Fair at Leaders Conference, students are able to discover opportunities to channel their fervor for agriculture into an internship or full-time position as they meet with over 60 nationally recognized agricultural organizations.

The 2009 AFA Leaders Conference theme was Agriculture: Many Sparks, One Fire. The passion those in agriculture have is channeled into a spark for the industry. When all of those sparks combine, there is a large fire burning with passion for agriculture.

It is the passion of AFA students that draws them to participate in the AFA program and it is their passion that will make them successful in their future careers. With the constant changes in the agriculture industry, this enthusiasm will be needed to ensure that agriculture is as great in the future as it was in the past.

**Passion**

“Choose a job you’ll love and you’ll never work a day in your life.” – Confucius

Agriculture is vital to families, communities, our country and our world.
“A person always doing his or her best becomes a natural leader, just by example.” – Joe DiMaggio

Since AFA students are passionate about agriculture, they strive to do their best at their careers and thus become leaders by example. AFA students are leaders on their campuses and in their communities. They will be tomorrow’s industry leaders. The AFA Leaders Conference aims to help these leaders take their skills to the next level and develop them even further as they become the best.

Each year, AFA selects its Student Advisory Team and Campus Ambassadors. The Student Advisory Team goes above and beyond the traditional conference attendee role by planning and leading the AFA Leaders Conference. The team receives extensive training, including training in media and meeting facilitation. Team members also represent AFA at meetings with industry partners. Campus Ambassadors serve on their respective campuses as advocates for AFA and act as the campus leaders in promoting the organization.

AFA Community Partners identify student leaders in their communities. These community leaders are provided with tools to succeed in the future through a college scholarship and sponsorship to the AFA Leaders Conference. This program has provided more than 1,450 scholarships for a total of nearly $5.5 million. AFA and community support helps ensure that these students develop into tomorrow’s corporate leaders.

The leaders in agriculture need to be strong voices and advocates for agriculture. The future in agriculture promises to be innovative and exciting, but will also present challenges. AFA students are the leaders of tomorrow, and AFA helps provide them with the skills and knowledge they will need to lead with talent, passion and commitment to agriculture. Students gather the tools they need to become leaders who address challenges as well as discover new innovations in the future.

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Agriculture is the most important industry today. “For tomorrow belongs to the people who prepare for it today.” – African proverb

Anthony Graham, Mount Vernon, Illinois
Southern Illinois University – Carbondale
Rural Anthropology and Sociology
2007 and 2008 AFA Conference attendee

AFA students and young professionals do not wait for the future to happen, they make it happen. They play an active role in defining the future of agriculture. Agriculture is defined by its past, present and future. By helping to prepare college students and young professionals, AFA is helping to define the future of agriculture.

AFA Partners – Believing in the Future
Through Investment
AFA’s industry, community, organization and collegiate partners all care about the future of agriculture. Industry partners invest in sending college students to the annual AFA Leaders Conference so these students will be prepared to enter the agricultural workforce. These partners believe in the philosophy “a rising tide lifts all ships” because when they invest in college students in agriculture, everyone in agriculture will benefit.

Community partners invest in scholarships for area students to attend the college of their choice, as well as funding their trip to the AFA Leaders Conference. This ensures that agricultural leaders are well-educated. Collegiate partners identify outstanding students in their agricultural colleges to attend the AFA Leaders Conference, giving more students training to succeed in the workplace and help provide leadership back on their campuses.

Internship Support – Providing Students With Preparation for the Future
Students benefit greatly from internship experiences, and employers like to see students who have hands-on work experience. These internships better prepare students for their careers and can be a vital part of a college education. AFA’s Opportunity Fair students are able to connect with companies to learn about internship opportunities. AFA supports students in finding internships and helps them locate companies to meet their needs. The AFA Intern Guide provides an excellent learning tool for an internship, whether it is a well-established intern program or one that’s brand new.

Agriculture is the most important industry today. I grew up in the middle of Mt. Vernon, Illinois, in town of about 16,500. Learning about agriculture consisted of planting a corn plant that would die on the way home from school, making homemade ice cream and coloring pictures of cows and pigs. I didn’t know much about agriculture until I enrolled in Introduction to the Ag Industry my freshman year of high school. As the year went on, I became more and more aware of the diversity of agriculture and the endless opportunities that awaited me. During my sophomore year I knew that I wanted to be involved with agriculture as a career.

The reason I chose agriculture was the availability of an infinite amount of opportunities and experiences that I saw before me. Unless we teach about the importance and significance of the industry, it will be taken for granted. My career goal is to become an anthropologist by means of studying rural anthropology. My end career goal is to become a college professor at a four-year university, teaching students about the anthropological side of the agriculture industry.

My name is Anthony; I define agriculture.
The AFA Alliance is a personal and professional organization for men and women in the beginning years of their careers. Alliance members across the nation join to discuss the current trends and issues in the agriculture industry and network with their peers. The Alliance acts to pool resources from a diverse group of individuals who can help each other become better leaders in the agriculture industry.

Personal and professional development is integral to the mission of the Alliance. Opportunities for development are available through the virtual network, from mentoring opportunities, by serving on the planning committee and by attending the AFA Alliance Forum. The AFA Alliance Forum allows Alliance members to come together for a two-day development program that consists of expert panel discussions and sessions covering the latest topics, issues and opportunities in the agriculture industry. Programs have addressed key topics such as developing listening skills, unleashing talent, managing people, understanding intergenerational expectations, maintaining a work-life balance and becoming a voice for the agriculture industry.

For more information, visit www.afaalliance.com

Chair
Rachel Mehlhaf
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Programmer
Minnesota Pork Board

Programmer
Pioneer Hi-Bred International

Communications
Lori Redt

Communications
LR Freelance

AFA Alliance Planning Committee

“Growing up on a farm, I understood the importance of agriculture in everyday life. However, many people do not have the luxury of being exposed to, and understanding the importance of agriculture, from my life growing up on a farm, I have a deep passion for agriculture, and I want to spread that passion to other people. I want to help people understand agriculture, and I understand the importance of agriculture to everyone.

I believe that the children are where agriculturalists need to start by educating them about where their food comes from, and why it is done this way. Children need to learn about agriculture, so that they can grow up to support it. Strong support from the people of our country helps ensure a better future for agriculture.

I want to work with children, and use my role as a teacher to educate them about agriculture.

My name is Rikki, I define agriculture.

Rikki Thompson, Clinton, MO
University of Missouri – Columbia
Early Childhood Education
2008 and 2009 AFA Leaders Conference attendee
In 2009, AFA honored Christopher “Kit” Bond, United States Senator from Missouri, and Carl Casale, Executive Vice President and Chief Financial Officer of Monsanto Company, with the AFA Leader in Agriculture Award. The Leader in Agriculture Award was established to honor those who have served as mentors and provided support to young people preparing for agriculture-related careers.

Christopher “Kit” Bond graduated summa cum laude from the Woodrow Wilson School at Princeton University and received a law degree from the University of Virginia. In 1973, he became the youngest Governor of the State of Missouri, serving two terms. He was then elected to the United States Senate in 1986, where he continues to serve today. Senator Bond is a senior member of the Senate Appropriations Committee. He has built a strong reputation as an advocate for improved care for men and women in uniform and veterans; transportation; economic security; and reforming our national intelligence community. Bond is also recognized as a national leader in the promotion of plant biotechnology. Bond and his wife Linda reside in Mexico, Missouri.

Carl Casale grew up on a vegetable farm in Oregon, where he experienced the hard work, discipline and heartbreak that comes with farming. He attended Oregon State University and received a bachelor’s degree in agricultural economics. Casale began his career with Monsanto Company as a Sales Representative in Washington State and held various sales and management roles with the organization while obtaining his MBA from Washington University in St. Louis. In 2000, he was appointed Vice President of North American Commercial for Monsanto. In 2007, he became Executive Vice President of Strategy and Operations. On August 11, 2009, the Monsanto Board of Directors elected Casale to serve as Executive Vice President and Chief Financial Officer. Casale is still involved in the family farming operation in Oregon and maintains his own blueberry farm.

These two individuals have made significant contributions to the food and agriculture industries.

“The list of reasons to pursue an agricultural career is endless.”

I have always been interested in working with animals. My weekends as a city girl were spent on a farm taking livestock showing lessons; my summers were spent at 4-H camps. When I was old enough to drive, I went out and got myself a job on a farm. I love the idea that agriculture offers so many varied experiences.

A major in Animal Sciences can take me anywhere in the field. I can work on a farm, I can do research, I can get out into the fields, I can work in battling the current care of animals. Ultimately I plan on using my major as a jump-start to a career in a large animal vet. I want to be able to care for the animals and make a difference. I want to do the research that will improve our country’s agriculture efficiency.

Taylor Jarmes is a junior studying Animal Sciences and Spanish Studies.

Taylor Jarmes, Milwaukee, WI

Agricultural Dean's Scholar, Animal Sciences and Spanish Studies

2010 AFA Leader and Academic Scholar
In a time of tight economics, AFA is reporting a growth of new investors and is pleased to report an increase in financial support from our established partners. AFA directors appreciate that our partners embrace the vision and mission of the organization financially, but we also welcome the investment of personal time made by these organizational employees and community volunteers.

During the past fiscal year, corporate executives, managers, supervisors and rural community leaders supported AFA by providing career and professional development training, raising funds for academic scholarships and serving as personal mentors. During the fall AFA Leaders Conference, the ratio of students to professionals was two-to-one. For every two students attending AFA Leaders Conference, there was one professional from the industry in attendance, interacting one-on-one with students. The value of time and expertise is not calculated or reported in the financial report, but its importance to the organization is priceless.

To our volunteers we cannot say “thank you” often enough. Students identify contact with ag leaders as one of the most valued parts of their AFA experiences. The opportunity to network with and learn from men and women who are leading agricultural, global businesses is both a motivating and career-directing experience.

Providing young leaders with resources, both financial and human, to advance academic learning and testing experiences to fail and validate knowledge, while strengthening life skills, is AFA’s purpose.

In addition to sharing a strong financial report during a challenging economic time, it is the growth of our partnerships with business and corporate leaders, volunteers and educators that we celebrate in this year’s report. Thank you for your continued partnership in this important endeavor.

All the best,
Sandy Kemper
Chairman, Agriculture Future of America

AFA is pleased to share this year’s annual report with our partners and friends.

2009-2010 Board of Directors

Dr. Fred A. Cholick
Dean of the College of
Agriculture, Kansas State University

Daniel P. Dye
President, Cargill Ag Horizons U.S.

Pete Goetzmann
Vice President, ADM Grain Co.

Carol Keiser-Long
Owner, C-BAR Cattle Company

Mariner Kemper
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Carol Kemper
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Dr. Thomas L. Payne
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Karen Wiber
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Karen Wishart
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R. Crosby Kemper
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Agricultural Future of America (AFA) is a 501(c)3 not-for-profit organization. AFA's corporate year is Mar. 1 to Feb. 28. Contributions from individuals, businesses, corporations and foundations for the fiscal year ending Feb. 28, 2010 were $2,027,613 with a net increase in assets of $342,685. These contributions provide for program and operational expenses. Seventy-seven percent of these contributions were invested to support programs.

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,030,346</td>
</tr>
<tr>
<td>Assets whose use is limited</td>
<td>$350,237</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>$61,409</td>
</tr>
<tr>
<td>Property and equipment - net</td>
<td>$47,499</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$1,705,028</td>
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</tbody>
</table>

### Liabilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Accounts payable</td>
<td>$54,704</td>
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<tr>
<td>Accrued Liabilities</td>
<td>$40,986</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$95,690</td>
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</table>

### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted net assets</td>
<td></td>
</tr>
<tr>
<td>Board designated</td>
<td>$249,063</td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>$1,077,623</td>
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<tr>
<td>Temporarily restricted net assets</td>
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<tr>
<td>Permanently restricted net assets</td>
<td>$108,550</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>$1,609,338</td>
</tr>
</tbody>
</table>

### Changes in Unrestricted Net Assets

- **Contributions** $1,457,546
- **Net assets released from restrictions** $410,836
- **Total Support** $1,868,382

### Revenue Sources

- **Programs and Operations - Corporate** 27%
- **Leader Development** 14%
- **Fund Development** 10%
- **Administrative** 9%

### Expense Allocation

- **Programs and Operations - Individual** 12%
- **Community Scholarship Programs** 12%
- **Programs** 77%

### Changes in Temporarily Restricted Net Assets

- **Contributed scholarships** $336,010
- **Net assets released from restrictions** ($410,836)
- **Decrease in Temporarily Restricted Net Assets** $(174,826)

### Changes in Permanently Restricted Net Assets

- **Contributions** $0
- **Increase in Permanently Restricted Net Assets** $0
- **Decrease in Net Assets** $0
Agriculture Future of America appreciates the generosity of hundreds of individuals, corporations, foundations and educational institutions that support AFA’s career development and scholarship program.

Gifts over $100,000
- Geraldine and R.A. Barrows Foundation
- Monsanto Company
- Carter Community Memorial Trust
- USD Giftsover $100,000

Agriculture Future of America appreciates the generosity of hundreds of individuals, corporations, foundations and educational institutions that support AFA’s career development and scholarship program.

Gifts over $50,000
- Archer Daniels Midland Company
- Cargill, Inc.
- Arvin Gottlieb Charitable Foundation
- CHS Foundation & The Cooperative
- Gifts over $50,000

Agriculture Future of America appreciates the generosity of hundreds of individuals, corporations, foundations and educational institutions that support AFA’s career development and scholarship program.

Gifts over $25,000
- Bunge North America
- Syngenta Seeds, Inc.-Home Office
- Gifts over $25,000

Agriculture Future of America appreciates the generosity of hundreds of individuals, corporations, foundations and educational institutions that support AFA’s career development and scholarship program.

Gifts over $10,000
- Pioneer Hi-Bred International, Inc.
- Champlin County Farm Bureau Foundation
- Gifts over $10,000

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Gifts under $1,000
- Ag Co-Op Services, Inc.
- AgLand Implement
- Gifts under $1,000

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