

Creating partnerships that identify, encourage and support leaders in agriculture.





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In the dynamic industry that is agriculture today, technology, science and globalization are interacting in a way that is creating a new world of career options for talented, passionate and committed young leaders. Always a fulfilling but demanding industry, the qualities and skills required to succeed in today's agriculture are changing rapidly – the new generation must be ready to work at the cutting edge of change while competing in a global arena.

Agriculture Future of America (AFA) is a not-for-profit organization nationally recognized for its excellence in leader and career development training for the best and brightest college men and women and young professionals in the agriculture industry.

Through collaborative partnerships with colleges and universities, foundations, government agencies, businesses, associations, and individuals, AFA identifies accomplished student leaders and links them to “value added” learning opportunities designed to further their personal and professional development.

Background

Agriculture Future of America



I define agriculture.™

Founded in 1996 by R. Crosby Kemper and other agri-business leaders, AFA offers leader and career development training and community-based academic scholarships for college men and women pursuing a career in an agricultural-related field.

Leader and career development training is the core of what AFA does. The AFA Leaders Conference, a four-day personal and professional development experience, is a focal point of AFA training. The prominent presence of industry professionals is critical in making this event successful. A ratio of three students per industry professional participating at the conference helps ensure meaningful and direct exposure to careers in agriculture. Facilitating round table discussions and informational panels, these professionals offer the students real-life insights while also recruiting students and helping with professional networking, all important elements toward making the annual Leaders Conference a success.

AFA facilitates intern opportunities within an extensive network of agricultural companies, governmental agencies and agricultural service organizations. Working closely with these organizational partners, AFA assists in the placement of students in internships across the country. Many partners sponsor their interns to participate in the annual AFA Leaders Conference, offering an opportunity for students to network with one another as well as industry decision makers representing a multitude of career options.

AFA offers leader and academic scholarships nationally to incoming college freshmen majoring in the agriculture and food industry. All awards consist of an academic scholarship as well as registration to the AFA Leaders Conference. In addition to nationally available awards, AFA partners with rural communities to award additional scholarships. Currently, AFA scholarships are awarded to graduating high school seniors as they enroll in agriculture and food-related four-year degree programs.

Background

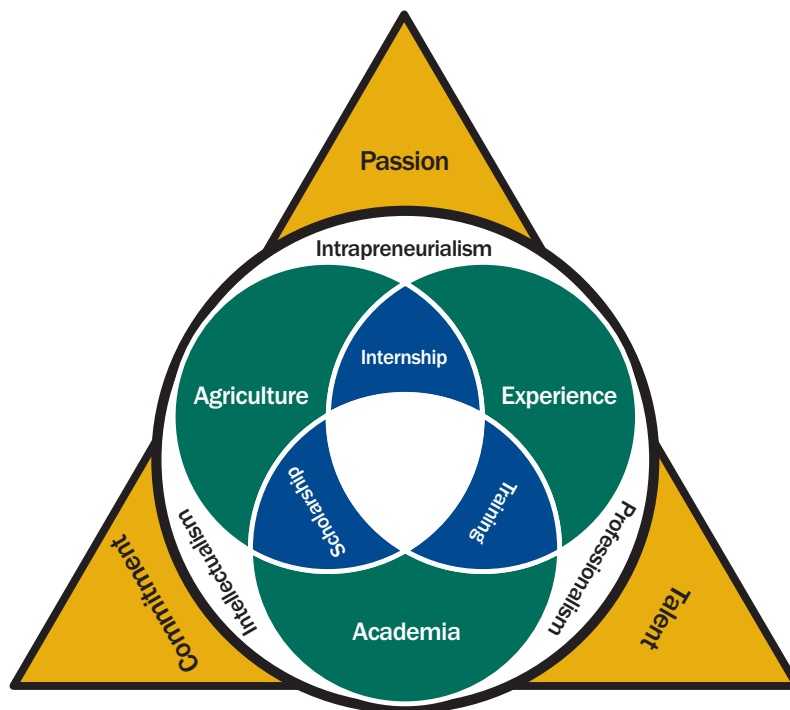
Agriculture Future of America

| | |
|--------------|--|
| Vision | To be a catalyst in the preparation of a new generation of agriculture leaders. |
| Mission | To create partnerships that identify, encourage and support outstanding college men and women preparing for careers in the agriculture and food industry. |
| Values | <ol style="list-style-type: none">1. Embrace the future2. Increase competitiveness of the food/agri-science industry3. Strengthen rural America4. Students as leaders5. Learning is a life-long process6. Mentoring is a responsibility and opportunity7. Networking is a personal asset |
| Core Beliefs | <p>Talent – AFA attracts, refines and promotes assertive, self-motivated and principled leaders. Their fervent quest to effectuate self-actualization is triumphed only by their investment in those diversely gifted.</p> <p>Passion – AFA and its industry and community partners share an intrinsic liability to the agriculture industry, stemming from devotion to traditional values and principles. Their unified allegiance is a benchmark that dynamically raises personal and industry standards.</p> <p>Commitment – Integrity, accountability and adherence to a progressive expectation founded on mutual trust and respect are personified by AFA and its affiliates through vigilance and defending against the challenges and threats shaping the industry's future.</p> <p>Intellectualism – AFA and its affiliates believe that improvement is a daily responsibility and excellence an attainable goal. Methodology, analysis and resolution is founded on substantiated, authoritative and unequivocal evidence through deliberate educational and experiential processes. To that end, the zealous journey never ceases.</p> <p>Intrapreneurialism – Through synergistic collaboration, AFA and its affiliates motivate individuals to think with analytical valuation, and challenge colleagues to innovatively surmount limitations as a criterion for inimitable advancement.</p> <p>Professionalism – AFA's dedication to implement relevant services, nurture industry relationships, empower exceptional industry leaders, and provide adaptable resources defines its role as a global catalyst and solidifies its reputation as an agricultural ambassador.</p> |

Background

Agriculture Future of America

AFA Leader Development Model



AFA Leader Development Model

 Inherent Abilities  AFA Mechanism  AFA Programs  AFA Process

AFA identifies and trains men and women who share the belief that the production, processing and distribution of food and fiber, along with support for agriculture business services, are vital for our nation's economy, both now and in the future. These men and women share three characteristics – they are talented, passionate and committed to a career in agriculture.

AFA's mechanisms for leader development are agriculture, experience, and academia through which the AFA scholarship, internship, and training programs are implemented.

AFA's success comes from its unique partnerships with communities, organizations, colleges, universities, and individuals that support intern opportunities, leader development and scholarships. This network creates an atmosphere that stimulates the development of professionalism, intrapreneurialism and intellectualism – each a key factor in human capital development.

The term human capital reflects a recognition that people are essential assets who contribute to development and growth of organizations and businesses, similar to physical assets such as machines and money. The collective attitudes, abilities and skills of people contribute to organizational performance and productivity. Expenditures in identification, training, development, health and support is an investment, not just an expense.

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Expectations

Of AFA Students

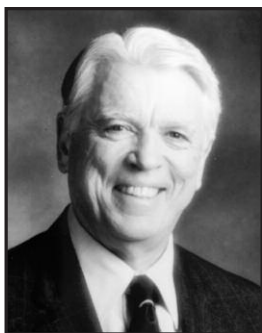
- ▶ To believe in and devote themselves to the future of agriculture through vigilance and defending against the challenges and threats shaping the industry's future.
- ▶ To fulfill obligations, individually and as part of a team, while resisting the temptation to take "shortcuts" that might undermine their integrity.
- ▶ To treat others with dignity and respect while putting forth their best effort, and supporting others as they work to do their jobs and fulfill their responsibilities.
- ▶ To carry out responsibilities loyally, with a commitment to go a little further and endure a little longer.
- ▶ To make integrity a matter of daily living by doing what's right, legally and morally, in all activities.
- ▶ To have the courage to face moral fear or adversity, especially if taking those actions is not popular with others, and by standing up for and acting upon the things that they know are honorable.

Of AFA Partners

- ▶ To identify and further develop outstanding young people who have leadership potential and interest in a career in the agriculture industry.
- ▶ To annually invest in scholarships, intern opportunities, and leader training as young people graduate from high school and enroll in agriculture-related degree programs.
- ▶ To provide practical experience and mentoring relationships as well as to sponsor interns to the AFA Leaders Conference following the student's internship.
- ▶ To be faithfully dedicated to providing students the attention needed to be successful in today's agricultural workforce.
- ▶ To actively promote AFA's resources and services and offer other services to help students find jobs, internships and summer employment, while keeping students in high regard by industry recruiters.
- ▶ To identify, advocate and provide funding and resources to support the brightest students regionally and nationally.
- ▶ To assist with the promotion and advancement of the AFA mission and to direct and develop enthusiasm toward this effort as well as to provide assistance when necessary to support this mission.

Background

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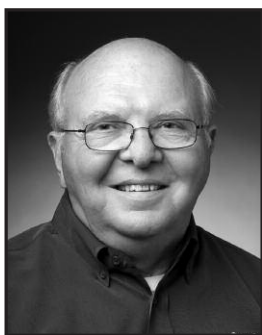


R. Crosby Kemper, Jr.
Founder

During his years of leadership with UMB Financial Corporation, in civic service in Kansas City and nationally Mr. Kemper has built a reputation as a leader who makes change happen. After serving two years in the U.S. Navy and attending the University of Missouri in Columbia, Missouri, Mr. Kemper began his banking career in 1950. His first position at what was then called City National Bank and Trust was on the night shift of the bank's transit department. He later went on to work in nearly every department within the company before being named executive vice-president in 1957, president in 1959, chairman and CEO in 1971 and senior chairman of UMB Financial Corporation in 2001 until his retirement in 2004.

UMB Financial Corporation is one of the largest independent banks in America. Headquartered in Kansas City, Missouri, the company offers banking and related financial services to individual and business customers. It owns and operates 128 banking centers throughout seven states – Missouri, Illinois, Colorado, Kansas, Oklahoma, Nebraska and Arizona.

Mr. Kemper's community activities have included involvement with: Albrecht-Kemper Museum, American Royal Association, Bacchus, Beta Theta Pi fraternity, Boy Scouts of America, Children's Mercy Hospital, Heart of America United Way Council, Historic Kansas City Foundation, Jewel Ball, Kansas City Art Institute, Kansas City Missouri Chamber of Commerce, Kansas City Symphony Foundation, Kemper Museum of Contemporary Art, Lyric Opera, Research Hospital, Rockhurst College, and Starlight Theatre. Mr. Kemper founded Agriculture Future of America in 1996 and is an active lifetime director on its board.



K. Russell Weathers
President and CEO

The first executive director of Agriculture Future of America, Mr. Weathers has been the professional force behind the organization since its inception in 1996. Guided by the leadership of Mr. Kemper and the AFA board of directors, he has helped shape an organization that has powerfully influenced how leading agricultural organizations nationwide view leadership development in the field of agriculture.

Throughout his career, Mr. Weathers has worked to build organizations for young people where they can learn and practice life skills. He has been an integral part in helping young people develop their leadership potential and has continued to be a partner and supportive mentor as they move into adulthood.

Mr. Weathers worked for 16 years with Farmland Industries where he coordinated the cooperative's Youth Leadership initiatives. He moved to National 4-H Council where he served in several roles, including vice-president of education services.

Mr. Weathers left 4-H in 1990 when he was named chief executive officer of the Camp Fire Boys and Girls organization. He provided leadership for this youth development organization during a time when it was changing its image from one of a camping organization for girls to an organization that focused on life skill development for girls and boys.

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Background

Agriculture Future of America

Identifying and Maximizing Human Capital Since 1997

- ▶ More than **7,000 college leaders** have benefited from AFA leader and career training programs, scholarships, internships or specialized programs
- ▶ Students attending AFA programs have represented **115+ colleges and universities from over 40 states** and several international countries
- ▶ Over **150 different majors and degree programs** have been represented by AFA students
- ▶ Student participation has grown by more than **38%** in the past five years
- ▶ More than **\$6 million** has been invested in academic and leader development scholarships
- ▶ Diversity participation has grown from 2-3% five years ago to **9%**
- ▶ Nearly 100 rural **community partners** and thousands of local individual donors across eight Midwestern states partner with AFA to identify students and support their academic and leader development through AFA's community-based scholarship program
- ▶ Each year, hundreds of industry professionals attend or participate in AFA leader development programs, nearly always at a ratio of better than **3 students to each professional**
- ▶ Agribusiness **executives contribute hundreds of hours** on AFA career, industry update, and leader development panels
- ▶ Human Resource managers and agriculture recruiters help AFA promote career opportunities through internships and full-time employment
- ▶ Business, education, and industry experts regularly review and endorse AFA's Leaders Conference program content

Employer Satisfaction of Recent Hires

Performance satisfaction of new college hires who completed the AFA program is an average of 8.5, or 1.4 points more than the average new hire (7.1).*

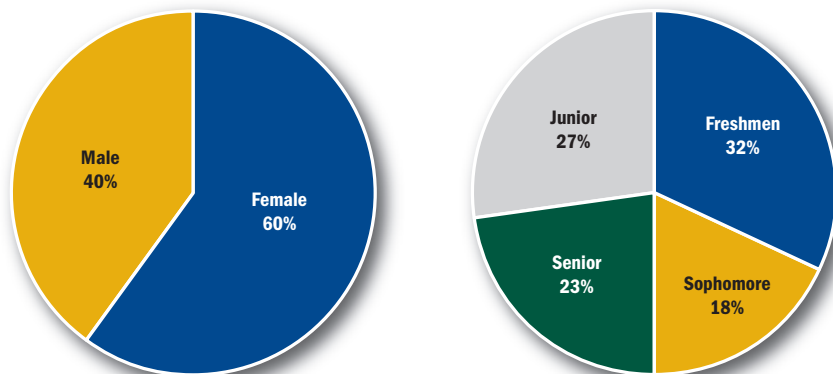


*AFA Leader Preparedness Study/ Millennium Research, Inc. 2009. Full study at www.agfuture.org/leaderpreparedness.

Background

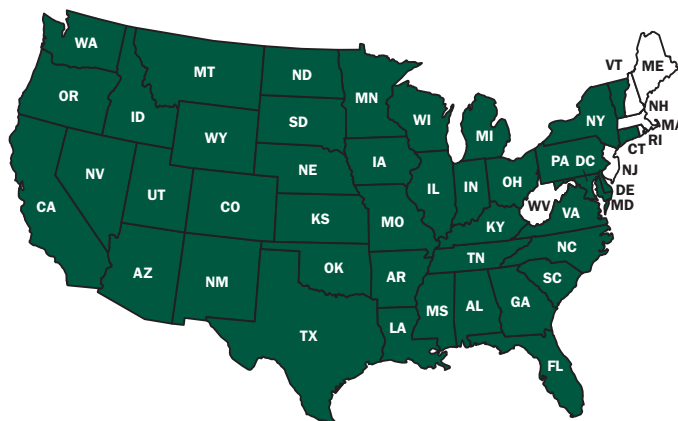
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Gender Breakdown & Grade Distribution



Geographical Distribution

AFA has provided leader and career development training to students from the following states:



AFA participants represent more than 150 degree programs at more than 70 colleges and universities. The degree programs include:

| | | |
|--|-------------------------------------|--|
| Agribusiness Management | Crop and Soil Sciences | Information Science and Technology |
| Agriculture Aviation | Crop Management | International Agriculture |
| Agricultural Biochemistry | Culinary Science | Landscape Architecture |
| Agricultural Business | Dairy Science | Marketing and Public Relations |
| Agricultural Communications & Journalism | Electrical Engineering | Meat Science |
| Agriculture Development | Entrepreneurial Studies | Mechanical Engineering |
| Agricultural Economics | Entomology | Merchandising, Apparel & Textiles |
| Agricultural Education | Environmental Agronomy | Meteorology |
| Agricultural Engineering | Environmental Engineering | Microbiology |
| Agricultural Equipment Technology | Environmental Economics & Policy | Milling Science Management |
| Agricultural Finance | Environmental Science | Natural Resource Management |
| Agricultural Industries and Marketing | Equine Science and Biology | Nutritional Sciences |
| Agricultural Law | Equine Industry Business Management | Park, Recreation and Resource Studies |
| Agricultural Leadership and Development | Farm and Ranch Management | Pharmaceutical Sciences |
| Agricultural Mechanics | Feed Science and Management | Plant Sciences |
| Agricultural Production Systems | Family Youth and Community Service | Public Service and Admin. in Agriculture |
| Agricultural Sciences | Fisheries and Wildlife Sciences | Poultry Science |
| Agricultural Systems & Technology Mgmt | Food Industry Management | Public Service Administration in Agriculture |
| Agronomy | Food Safety | Range Management |
| Animal Ecology | Food Science and Technology | Rural Development |
| Animal Science and Industry | Forestry and Resource Management | Secondary Education |
| Bakery Science and Management | General Agriculture | Soil and Water Conservation |
| Biochemistry | Genetics | Spanish |
| Biology | Global Resource Systems | Sustainable Agriculture |
| Biological Engineering | Grain Science and Industry | Swine Science |
| Botany | Golf Course Management | Transportation and Logistics Management |
| Business Administration | Greenhouse Management | Veterinary Science and Technology |
| Captive Wild Animal Management | Horticulture | Viticulture and Enology |
| Cereal Chemistry | Horticulture Landscape Design, | Wildlife & Outdoor Enterprise Management |
| Chemical Engineering | Construction & Management | |
| Computer Science | Hotel and Restaurant Management | |
| Construction Management | Human Resource Management | |

Partnerships

Agriculture Future of America creates partnerships that identify, encourage and support outstanding college men and women preparing for careers in the agriculture and food industry. These partnerships include:

Community Partners

AFA community scholarships are the identification tool to recognize and support outstanding rural young people interested in an agriculture career. AFA community partners provide scholarships, intern opportunities and support leader training for young people from their local communities.

Community volunteers coordinate all aspects of the program locally. This is a year-round process that encompasses fundraising, promotion, selection and recognition. In most AFA community partnerships, committees are formed to distribute the responsibility and increase community support.

Industry Partners

Industry plays a vital role in support of AFA. The investment made by these partners in the human capital development process plays big dividends, not only for the overall industry but in many cases, for the individual companies as well. These investments allow AFA to provide high quality programs and provide support for individual students to participate in a variety of leader development experiences.

As equally as the financial investments from industry, the volunteer time dedicated by professionals to participate in AFA programming and interact with students is invaluable. Hundreds of professionals participate each year and provide a level of interaction with students unparalleled to any other environment.

Intern Partners

Intern partners believe that providing young men and women with intern opportunities has long-term benefits for the individual, the business, and society. Internships provide practical experience and mentoring relationships. Many intern partners sponsor interns to the AFA Leaders Conference following the student's internship. AFA has also assisted many partners with the creation and structure of new intern programs.

Campus Partners

Campus partners are dedicated to providing students with value-added experiences needed to be successful in today's agricultural workforce. Through AFA campus partnerships, students have additional resources to assist in finding jobs, internships and summer employment, while promoting and supporting AFA leader development experiences.

AFA State Coalitions (State Funding Groups)

AFA state coalitions provide resources for both AFA awareness and direct student support within each state. Each state coalition functions differently but all share the same goal to identify resources to support outstanding students from their respective state into AFA programs.

Individual Supporters and Volunteers

Countless individuals provide support to AFA through their time, talent and treasure. These partners assist with the promotion and advancement of AFA's mission while providing leadership and financial assistance to support AFA.

Programs

Scholarship Program

Leader and Academic Scholarships

AFA offers leader and academic scholarships nationally to incoming college freshmen majoring in the agriculture and food industry. All awards consist of an academic scholarship as well as registration to the AFA Leaders Conference. In addition to nationally available awards, AFA partners with rural communities to award additional scholarships. www.agfuture.org/scholarships

National Scholarships

AFA National Leader and Academic Scholarships provide for registration to the AFA Leaders Conference plus a \$1,600 academic scholarship for the second semester of the freshman year.

AFA Community Partners

AFA community partners' award leader and academic scholarships within a defined geographic scope where funds are raised and applications are accepted which may be a single rural town, county, business service area, or multiple rural communities.

AFA community partnerships are supported in eight states: Colorado, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska and Oklahoma.

Academic Tuition + Fees = \$3,200: Local partners contribute \$1,600. AFA matches local dollars to establish a scholarship (paid to the academic institution).

AFA Leaders Conference = \$1,000: Local partners contribute \$500 toward registration to the AFA Leaders Conference and AFA provides matching dollars.

AFA Scholarship Qualifications

- ▶ Be a graduating senior from a high school in the designated community.
- ▶ Be enrolled (or enrolling) in an accredited college of agriculture seeking a Bachelor of Science degree in agriculture or agriculture-related major.

AFA is interested in the student's overall profile indicating he/she will succeed in a college environment and will provide strong leadership in their future careers. Candidates need not be ranked the highest in their high school class or be an elected leader.

AFA Scholarship Requirements

Selected scholar must commit to attend the AFA Leaders Conference in the fall semester of the awarded scholarship year and remain in good standing with the institution to receive the academic scholarship.

The Selection Criterion

Selection is based on the following:

- ▶ **Essay** – 300-500 words describing how the student perceives the future of agriculture and why he/she is seeking to be a part of the industry.
- ▶ **Interview** – Based on the student's application, interests and essay.
- ▶ **Community Service** – Involvement in activities outside the student's education-related activities.
- ▶ **Student Group Activities** – Involvement within the student's education-related activities.
- ▶ **General Factors** – Includes work experience, financial need, reference letters and other factors identified by the community committee.
- ▶ **Scholarship** – AFA recommends using a high school GPA of 3.0/4.0.

Programs

Internship Program



The objective of an internship is to offer a student a practical work environment that enhances the classroom experience and allows for networking and career exploration with potential employers. Over the history of AFA, feedback from students affirms how integral intern or work experience is to their growth process and career development.

AFA has created tools to support both employer and intern in planning, implementing and evaluating the work experience. This robust process adds value to the experience.

Competencies and Developmental Areas

The following competencies are desired outcomes of AFA programs, and may be developed during an internship. Competencies fall into three categories: general, industry- or business-specific, and managerial or intrapreneurial skills. Industry- or business-specific competencies include expertise in technical areas of the business and clinical skills associated with the business. An intern is a great prospect for future leadership within the organization. The intern's skill level will increase with exposure and responsibility.

- ▶ Goal-Setting
- ▶ Time Management
- ▶ Presentation and Communication
- ▶ Networking
- ▶ Problem Solving/Decision Making
- ▶ Conflict Management
- ▶ Valuing Differences/Diversity

AFA's Role

- ▶ AFA interacts with students and intern partners to match student interests and organizational needs.
- ▶ AFA's annual Opportunity Fair provides an environment for students to visit with employers representing national and regional agri-businesses, associations and government agencies to learn about intern and career opportunities.
- ▶ AFA offers the AFA Intern Program Guide to assist interns and employers to help plan, implement and evaluate internships.
- ▶ AFA offers electronic tools through the AFA website for intern assistance and promotion of industry opportunities.
- ▶ AFA builds partnerships with intern partners to provide opportunities for mentoring, work experience and career exploration.
- ▶ AFA internships have successfully lead to full-time employment in all sectors of the industry.

Programs

Leader Development

The AFA Leaders Conference



- ▶ The annual AFA Leaders Conference provides personal and professional development opportunities while networking with agribusiness leaders.
- ▶ Programming provides students with training in personal assessment, visionary communication, and organizational change and leadership.
- ▶ AFA values students as leaders. The AFA Leaders Conference is planned and staffed by student leaders who serve on the AFA Student Advisory Team.
- ▶ The Leaders Conference is supported by financial contributions and hours of volunteer participation by agribusiness executives and managers.
- ▶ More than 7,000 students and young professionals have taken part in AFA's leader and career development training, scholarship program, and intern assistance.
- ▶ Students are sponsored to the AFA Leaders Conference through resources provided by an AFA scholarship, their college/university, intern partner, or personal funds. www.agfuture.org/leadersconference

Conference Objectives

- ▶ Support college men and women preparing for careers in agriculture-related fields
- ▶ Support the development of human capital for the agriculture and food industry
- ▶ Bridge the gap between academic, leadership, and work experiences
- ▶ Help students understand the impact of their decisions
- ▶ Develop personal and professional skills necessary for life-long success
- ▶ Provide a forum for updates and discussions on industry trends
- ▶ Allow students to network with peers and leaders in agriculture, business, government, and education
- ▶ Create excitement about the future of agriculture
- ▶ Recognize AFA Scholarship recipients, AFA Partners, and other supporters
- ▶ Create awareness about and connect students with career opportunities in the agriculture and food industry

Programs

Leader Development

A Four-Track Program



The annual AFA Leaders Conference is a three-track program designed to offer college men and women three different personal and professional development opportunities spread across and matched to their years in college.

Track 1 program is designed for freshmen and focuses on assessment and the development of fundamental skills crucial for success in college and career. Delegates complete personal assessment tools and receive training in resume development, time management, goal setting and personal skill development while assessing the opportunities available to them within their chosen career path.

Track 2 program is designed for sophomore/juniors and focuses on communication skills and preparing for employment. Dressing for success, first impressions, critical thinking, team leadership roles and personal ethics are addressed as a part of this program.

Track 3 program prepares junior/seniors to live and work in a global market. Sessions include managing personal change, stress management and preparing for employment. Delegates participate in discussions focused on rural policy, personal financial management and international agriculture business. Extensive executive mentoring is an integral part of this track.

Track 4 program is a unique capstone experience for seniors who have been involved in multiple tracks of the AFA program. Building on the competency development of other tracks, Track 4 is a highly interactive, participant-led program. Sessions focus on making the transition from college to career and discussing individual and collective impacts to global agricultural issues. Extensive executive mentoring is an integral part of Track 4.

AFA partners with Franklin Covey to provide resources for personal development. At each level of the program, students further enhance skill sets and competencies through the following:

- ▶ *The Private Victory: The 7 Habits of Highly Effective People*
- ▶ *The Public Victory: The 7 Habits of Highly Effective People*
- ▶ *Leadership: Great Leaders. Great Teams. Great Results*

Presenters

Conference sessions are facilitated by more than 200 nationally recognized leaders in agriculture, business, government and education. Delegates have the opportunity to expand their personal and professional portfolios through discussions and training sessions with industry leaders. These leaders and mentors draw on their personal experiences as they participate in conference discussion sessions.

AFA Opportunity Fair

An important component of the Leaders Conference, the AFA Opportunity Fair, provides a unique environment for human resource representatives to communicate, advocate and mentor AFA students about opportunities available within the industry. Corporations, associations, colleges/universities representing the span of the industry recruit AFA students for intern, full-time employment and graduate studies.

Programs

Leader Development

Industry Institutes



AFA continues to offer industry exposure and professional development through regional or national institutes on a variety of industry segments or topics. AFA selects students for these experiences based on their career interest and leadership capacity.

The AFA Animal Health Corridor Tour in Kansas City, Missouri is hosted annually for students from regional universities. This one-day industry tour provides exposure to the Corridor initiative; including regional civic institution collaboration for economic development, policy initiatives and workforce development; as well as exposure to businesses and organizations that do business in the animal health sector.

www.agfuture.org/animalhealth

AFA selects students to attend National Ag Day in Washington D.C., in partnership with the Agriculture Council of America (ACA). This experience exposes collegians to regulatory and policy perspectives of the agriculture and food industry while allowing them to use their voice to promote the positive image of agriculture. Training, planned by AFA staff, includes industry issue exposure, message training and mentoring on how to share the message of agriculture.

www.agfuture.org/agday

Web Conference Series

AFA's Online Network of Tomorrow's Agriculture Professionals (ONTAP) is a meeting of agriculturalists in monthly web-based discussions on topics of the study of leadership, professional development skills and industry issues. Attendees of ONTAP web conferences learn from industry professionals and interact with peers in this dynamic online environment. More information about AFA ONTAP can be found at

www.agfuture.org/ontap.

Programs

The AFA Alliance



In 2001, young agriculture professionals, recognizing how they had benefited from the AFA program as college students, formed a network to continue their professional development and seek camaraderie among peers. Known as the AFA Alliance, this network has expanded to include not only those who have had an AFA experience but others involved in agriculture seeking professional development and excited about making a contribution to the future of the industry.

The Alliance allows young agriculture professionals across the nation to gather, virtually and physically, to discuss the future of the agriculture industry and to interact about shared career experiences. This alliance is about more than professional development and hot industry issues.

It is about pooling resources from a diverse group of individuals who can help each other become better leaders in the agriculture industry and support AFA.

Many opportunities for leadership exist for the Alliance, from attending the annual forum and participating on the planning committee, to mentoring AFA student leaders.

Mission

The Alliance nurtures the careers of passionate, driven, young professionals in the agriculture and food industry facilitating and enhancing their leadership capabilities and promoting personal growth while building relationships across the industry and helping a new generation of college students.

Values

Relationships – Strive to connect people in the industry to share knowledge and grow together.

Service – Encourage volunteerism and mentorship in an effort to give back to the communities and organizations that first supported Alliance members.

Lifelong Learning – Continual education and thirst for knowledge drives the organization and its members.

Active Leadership – Take advantage of opportunities and use skills for the betterment of the industry in rural America.

Professional Development – Provide tools to help members grow professionally and be more effective in their chosen careers.

Industry Advocacy – Equip members to be industry advocates and help people understand the role of agriculture in the economy.

Shared Passion – Shared passion runs as a common thread that unites members from all segments of the industry.

www.afaalliance.com

