



SOUTH DAKOTA AGRICULTURAL FOUNDATION

Investing in the future of South Dakota

We tend to think of farming as timeless. The values and traditions that make a successful operation have been passed down unchanged from generation to generation. Until now.

The landscape of South Dakota agriculture is changing. Our children's operations—if our children have operations—will not look like ours. We can choose to be disheartened by these changes, mourn the loss of our traditions, and let go of the land. Or we can create new traditions. We can adapt, and we can thrive.

If South Dakota's ag producers are to thrive, we need to change the way we look at the land, and how we invest in it.

The South Dakota Agriculture Foundation is an independent, industry-led nonprofit composed of key leaders in the South Dakota ag industry. Founded on National Ag Day 2016, the Foundation is committed to investing in the future of South Dakota agriculture through financial support, human resources, and capital.

This investment will come in the form of endowed funds and other dedicated investments from organizations and individuals who share a love of the land, and aren't content to see it go.

Our Purpose

HUMAN CAPITAL DEVELOPMENT

Supporting the creation of an **educated** and **innovative agricultural workforce** through education, leadership and technology training, and intervention opportunities.

INDUSTRY DIVERSIFICATION AND GROWTH

Supporting the industry through innovative projects that promote **diversity, resiliency,** and **sustainability** in the industry.

INDUSTRY PROMOTION AND SERVICE TO AGRICULTURE

Supporting innovative communications, development, and quality of life initiatives that serve South Dakota agriculture through **positive, proactive,** and **engaging messaging.**

WORKING LANDS CONSERVATION

Supporting continued stewardship of our working lands and natural resources by partnering with existing organizations and initiatives to **maintain a healthy support system in rural South Dakota.**

OUR PROCESS

In August 2016, the Foundation convened a strategic planning meeting to address a fundamental question about its role:

“What are we doing today that impacts what ag looks like in the future?”

During this meeting, the Foundation identified two possible paths for implementing the mission, vision, and strategic priorities of the organization moving forward.

- 1 Partner with existing exempt organizations and governmental agencies to enhance and expand existing organizations.
- 2 Develop new programs and activities to promote the long term viability of agriculture and rural life in South Dakota.

Following these paths and collaborating with other ag-focused organizations will allow the Foundation to think big about investing in the future while actively engaging in agriculture today.

With our vision for the Foundation articulated, we formulated a strategic plan.



OUR PLAN

YOUTH IN AGRICULTURE

Through its partnerships with existing organizations like the South Dakota Department of Agriculture, the Foundation will identify opportunities to support existing programs, like "Building Our South Dakota Rural Communities," that encourage innovation, leadership development, and community involvement for youth. The Foundation will also work with private sector supporters to launch new education and advocacy programs, like "Adventures in Food," and grant programs, like "Youth Ag Education, Innovation & Leadership."

ECONOMIC DEVELOPMENT ASSESSMENT INITIATIVE

The Foundation proposes to take on the funding and leadership of an Economic Development Assessment Initiative, including the development of solutions and identification of needed partnerships to deploy the proposed solutions. The Foundation will utilize internal and external resources to complete the study. The goal of the initiative is to support and lift up the great work that is happening throughout the state and identify best practices across the country that can be brought back to South Dakota.

PHILANTHROPY IN AGRICULTURE

The Foundation proposes funding and leading a Philanthropy in Agriculture Program that includes the development of an action plan to spread the message of philanthropy through agriculture in South Dakota. The Foundation will develop effective messaging, identify channels for communication, and target stakeholders and donors in order to develop a SMART (specific, measurable, actionable, realistic, and timely) action plan to deploy these efforts.

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