



## 2020 Annual Report



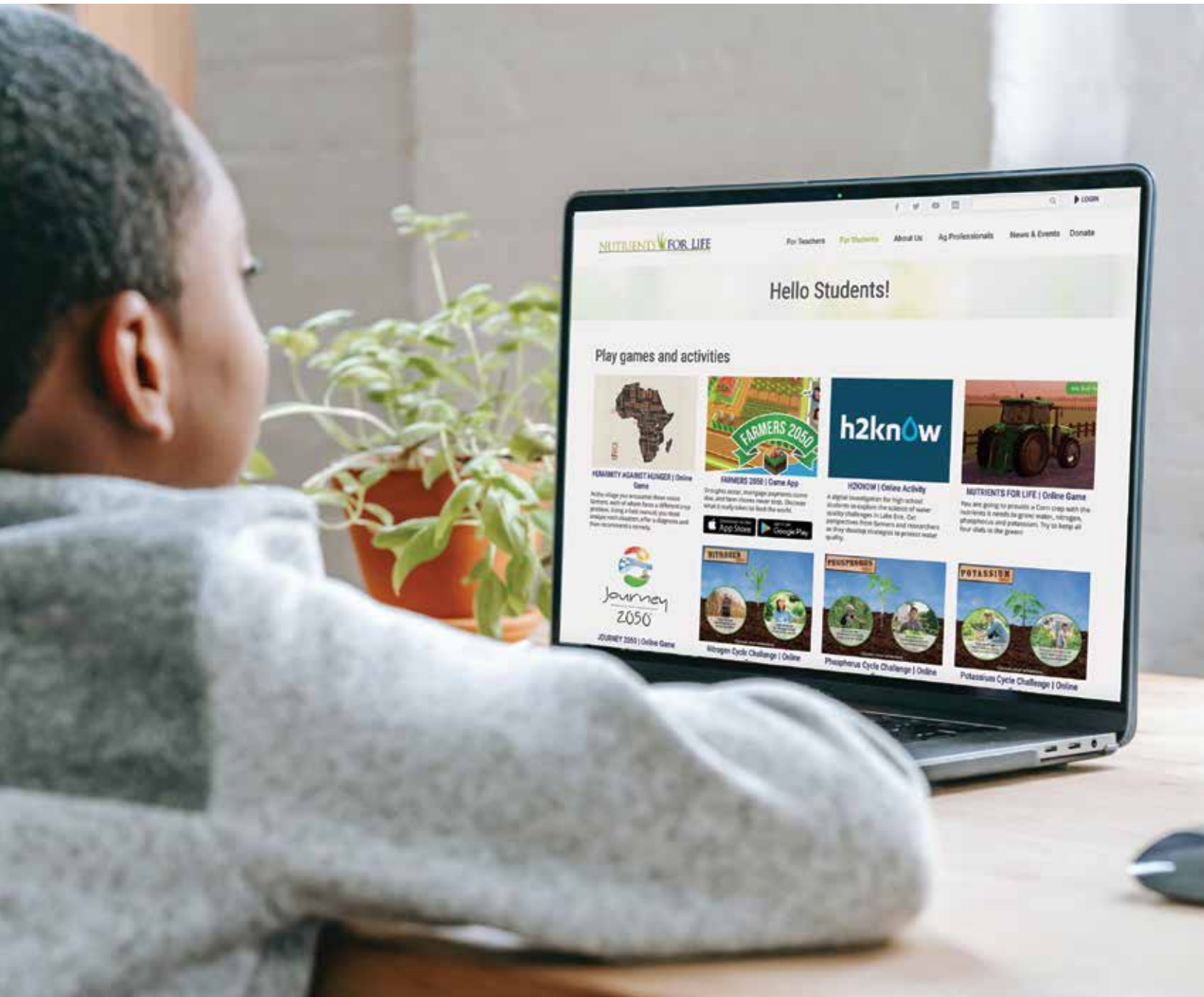
## Mission

Promote a holistic education on the importance of plant nutrients to feed the world.

## Vision

Empower the next generation of innovators and decision makers with the science literacy on plant nutrients to develop solutions in sustainably feeding the world.





# Pivoting for Impact



## FROM OUR EXECUTIVE DIRECTOR

### Embrace the Hidden Gifts

The year 2020 will forever hold a special chapter in our history books. The pandemic has fundamentally changed our day-to-day lives both in the classroom and outside the classroom. As the country shut down in March, the Nutrients for Life Foundation was able to quickly pivot to provide continued plant and soil science resources in a virtual environment. Gone were face-to-face workshops, large teacher meetings, and visits into the classroom. The Nutrients for Life team instead hosted online Kahoot trivia games, virtual coloring contests, virtual student presentations, and virtual professional development workshops.

As I look back at the past year, I am incredibly proud of our educators, our students and the Nutrients for Life Foundation. The education community has adapted to Zoom and Google Meet, we have used our creativity to keep learning and teaching in innovative ways, and we stayed positive. I have witnessed collaboration with teachers from across the country in a virtual environment that I would have never imagined before. In a difficult year, there have been so many hidden gifts.

**Time to focus on relevant projects.** Nutrients for Life released several new resources this year – all of them accessible online. The nitrogen cycle challenge game has been extremely popular since its release in 2019, so we added the phosphorus cycle challenge game and the potassium cycle challenge game to our resource options. We also updated Humanity Against Hunger, which is one of our very first online resources. Humanity Against Hunger takes students on a trip to Africa to meet three farmers growing maize. Students help the farmers determine the crop deficiencies and select the crop nutrients to make the crop healthy again. The original version was developed in Adobe Flash, which was no longer supported by many operating systems. Many teachers have reached out to share their excitement that this resource is back and improved! Had we been functioning in a “normal” environment, I am not sure we would have had the

time or resources to complete these important resources so quickly.

**The freedom to think outside the box.** The activities we used to do each day, each week, each month changed or disappeared. By no means did every day look the same, but we had a schedule to follow including visiting classrooms, organizing workshops and attending numerous local, state and national meetings. With all this time now available, we had a unique opportunity to determine where our time should be best spent to achieve our mission. Without the pandemic, we would not have developed the interactive games, contests and resources. We would not have added a virtual learning section to our website. We wouldn't have energized our program with this incredible creativity.

**Connecting with our team.** The Nutrients for Life team is a small but mighty team. We have eight members living in 8 different states. We had just started using Zoom in February so we could “see” each other. Little did I know how important this new technology would become in our lives. We have gone nearly an entire year without gathering as a team, but we see each other at least twice a week. We have had social hours, celebrations and just worked on projects in the presence of one another. Our team bond is stronger than ever.

Like everyone else, we do not know what 2021 has in store for us. What I can guarantee is that Nutrients for Life will continue to focus on creating critical plant and soil science content and making it easily accessible for all. Our hope is to see many of you in the classroom, at workshops and meetings next year! And to all our teachers, keep being amazing!

*Harriet E. Wegmeyer*

HARRIET WEGMEYER  
Executive Director

# Making an Impact

Every year the mission of the Nutrients for Life Foundation is to educate about the importance of responsible fertilizer use in growing healthy crops, increasing food production and feeding a growing population. In years past, NFLF has connected with teachers and students across the nation by attending national conferences, state conferences, local schools and student programs sharing our lessons about soil science, the environment, and the growing demand for food. No longer able to travel and meet face to face, NFLF quickly adapted to Zoom, Google meets, Google classrooms and Jamboards. The Foundation’s lessons and digital resources helped educators across the nation quickly adapt to a new way of teaching and students to a new way of learning.



138,499

Total Resources & Outreach



90,354

Major Resources & Outreach

In the year 2020 our success may not be measured in the numbers we present, but in the way we presented.



48,145

Secondary Resources & Outreach



90,024

Teachers Impacted



2,356,900

Students Impacted



## 2020 Educational Buzz Words

Asynchronous Learning

Synchronous Learning

Simultaneous Learning

Breakouts

Mute, unmute, you're still muted!

Virtual Classroom

In-person, Hybrid and Remote

Google Meet

Thumbs-up if you...

## New Resources with Digital Focus

New resources are vital to staying relevant in an ever-changing education landscape – this year more so than ever. Given the changes in our education environment across the country in 2020, the Nutrients for Life Foundation focused its financial resources on digital tools that could be used in any classroom format. The Foundation debuted phosphorus and potassium cycle interactive challenge games, as well as an updated Humanity Against Hunger game.

The phosphorus and potassium cycle games join the already-popular nitrogen cycle challenge game. The games are geared for high school students learning the biogeochemical cycles, and allow teachers to monitor student understanding.

Humanity Against Hunger is the original digital resource NFLF created in 2007. A long-time favorite by students, NFLF updated the game keeping the current concept the same. Students help farmers in Africa determine the nutrient deficiencies in their crops.



“

“As COVID-19 continues to challenge educators to prepare and deliver relevant timely engaging material, often digitally, the resources from Nutrients for Life are on point. Science concepts are traditionally very hands-on, but the digital resources available allow these concepts to be presented in a fun and interactive way. For example, Humanity Against Hunger takes science concepts related to crop nutrients and makes them real world and easy to understand. Its a win for students, and a win for teachers!”

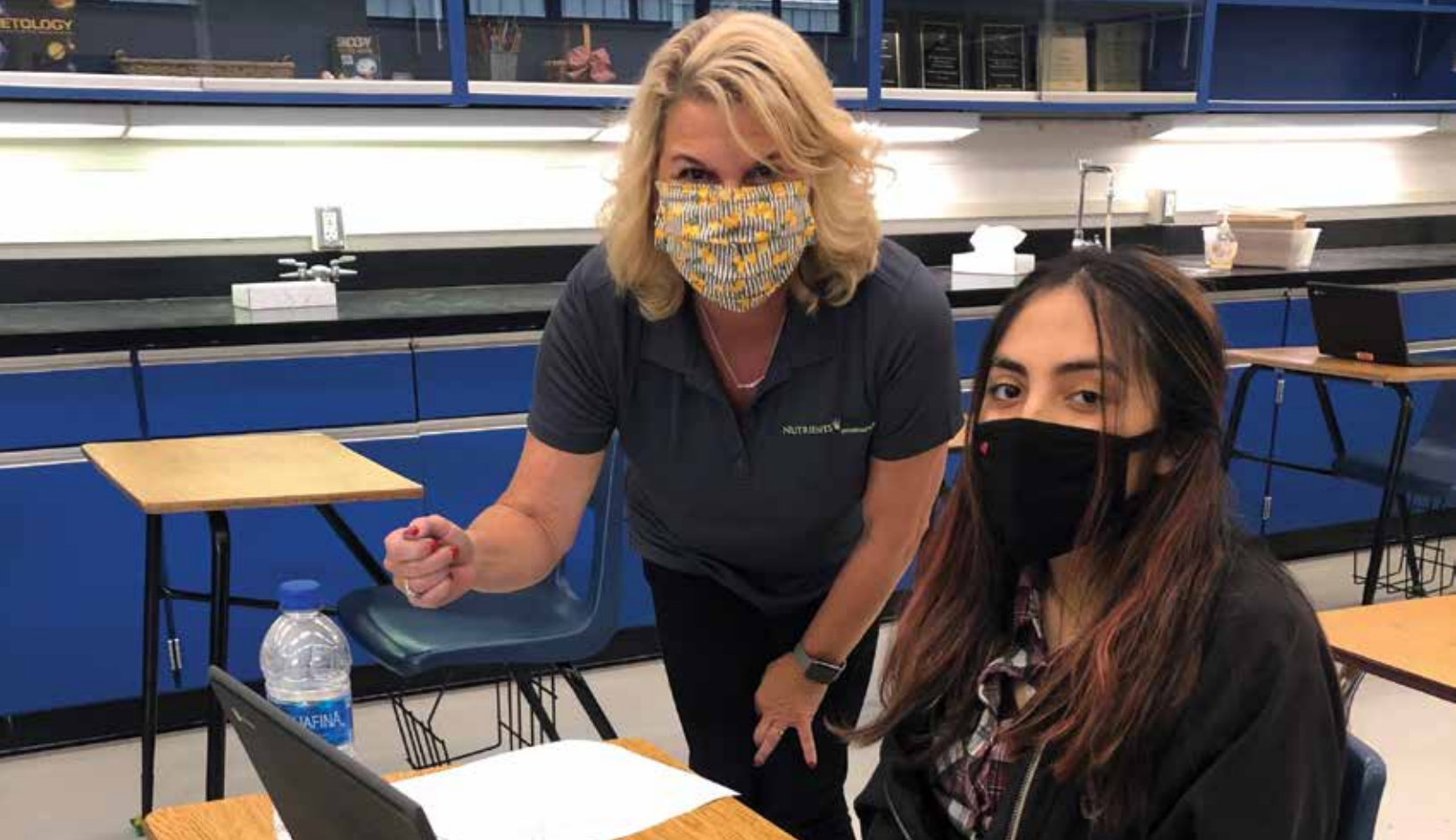
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## Virtual Learning

Fortunately, when the pandemic hit and schools shut down, many of Nutrients for Life’s resources were already digital including all NFLF curricula, videos, games, periodic table poster, and readers. Nutrients for Life immediately reached out to its network of educators and created E-Lessons as there was a great need for them.

The NFLF team stepped up to the challenge by turning personal kitchens into science labs to demonstrate hands-on experiments, backyards into gardens to bring examples to life, NFLF representatives into actors dressing up as N, P and K, virtual presenters “zooming” into classrooms, and even waded into water to teach about H2Know. These efforts produced new E-lesson pages on the NFLF website released in March. With a simple click of a button an educator, parent or student had all the resources needed to learn about fertilizer, plant, and soil sciences.

These easy to use resources are available on NFLF social media, as well as its website.



## ILLINOIS

Noticing that eliminating conferences and in-person meetings resulted in the elimination of time to collaborate, brainstorm and socialize amongst teachers, Nutrients for Life Illinois hosted two virtual events titled, “Coffee Collaboration” and “Social Hour” for agriculture and science teachers. The virtual meet-ups included a highlight of NFLF digital resources, presentations from educators on new digital formats they have been using, as well as some fun with bingo, polls, and educational challenges. A grant from Compeer Financial provided prizes to be awarded.

## IOWA

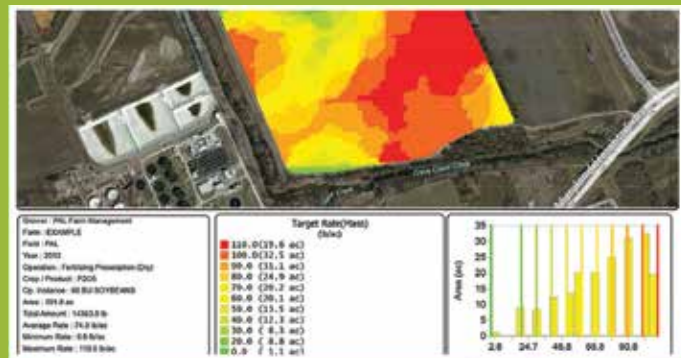
In June Nutrients for Life Iowa was able to participate in teacher workshops virtually. These workshops focused on determining what nutrients are in the soil and the value of soil testing information for variable rate fertilizer application. More than 80 teachers participated in the two virtual June course offerings.

## KANSAS

Nutrients for Life Kansas partnered with Kansas Corn on two new breakout box lessons. The middle school version *Spread it. Grow it. Know it* and high school version *Grow your NPK Knowledge*

# State Highlights

Nutrients for Life Foundation team members are located in various states working hard to bring crop nutrient education and resources to those in their states. Here are a few highlights from the year.



## CALIFORNIA, IDAHO, WASHINGTON

Nutrients for Life worked closely with the Idaho FFA Association and California Ag in the Classroom to create content, conferences, and communications for teachers struggling to find ways to connect in virtual and blended learning situations. NFLF connected educators and supporters in all three states to NFLF virtual events.

## FLORIDA

Nutrients for Life Florida was invited to Clemson University College of Agriculture to conduct seven workshops during two days with students majoring in Ag Education. Students learned and participated in H2Know and Journey 2050. Ag Professional John Baxter served as a guest speaker and talked about current trends in the industry as well as ways to be prepared for the job market.

allow teachers to review the *Nourishing the Planet in the 21st Century* curriculum in a fun and interactive way. Using the concept of a breakout room, students solve clues about properties of the soil, the soil triangle, fertilizer and so much more. They are now made available to teachers across the country in both an in person and a digital platform on breakoutedu.com.

## LOUISIANA

Twice a year Nutrients for Life Foundation Louisiana participates in the St. James Ag Day at the Fast Food Farm. Since the Fast Food Farm field trip was cancelled due to COVID, the farm was brought to the students with “Ag Day in a Bag.” With help from the St. James Career and Technology Center FFA, 500 backpacks were delivered to all 2nd and 3rd grade students in all St. James Parish schools. Teachers received a special tote with additional lessons and activities for the students including *Fun with the Plant Nutrient Team* activity book.



## Professional Development Event Goes Virtual

More than 80 teachers from the United States and Canada spent the week of July 27th with the Nutrients for Life Foundation's team during its third annual, week long professional development event, Soil—Life's Main Ingredient. With this year's event being virtual there were some adjustments, but teachers found the same value and engagement as if it were in person.

“

“I really enjoyed the workshop,” said Jenny Allen, a teacher from New Jersey. “It brought new light to soils, and I can’t wait to spice up my soils unit to include more about N-P-K. I thought it was interesting that phosphorus and potassium are mined and where the mines are located. Thank you for a great workshop!”

”

The virtual event, was held from 11:00 am to 12:30 pm daily, and included independent study work each night. To make the workshop truly hands-on, each teacher received a box full of workshop materials prior to the workshop. Each day, teachers used items in the box to complete various hands-on activities. Highlights included fertilizer basics, H2Know water quality content, hands-on activities and mining.

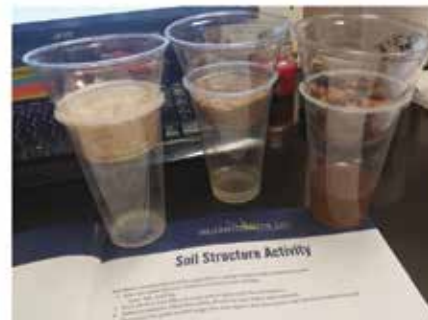
“We are so fortunate to have fantastic industry partners. Simplot Director of Mining Chad Gentry, shared his knowledge about phosphate mining with the teachers, while Nutrien’s Dan Slaferek and Brian Triplett talked about potash mining and nitrogen, respectively,” said NFLF Executive Director Harriet Wegmeyer. “Our industry experts really brought passion and knowledge to the teachers.”

Teachers received continuing education credit from Lindenwood University once they completed the workshop along with their daily homework.



### Deana Fuchs - Particle Size

I've done something similar to this with actual soil types (sand, silt, & clay) and had students compare times it took water to pass through. I like this to do (maybe in conjunction with the actual soils) so they can "visualize" particle size better. Also...when I did it, I had students add the soil to a bottle of water and time how long it took it to settle to the bottom. I like this way of setting up the "experiment" because I think it's a little easier to visualize and execute.



# Global Fertilizer Day Celebrated in Classrooms Around the Nation

Every year on October 13th, Global Fertilizer Day is celebrated. But like most things in 2020, this year things were done differently. With collaboration from the Nutrients for Life Foundation, The Fertilizer Institute and various industry members, GFD was recognized by schools across the nation bringing the celebration, the importance of fertilizer and the diverse career opportunities within the industry into the classroom.

By creating a student career webinar on October 13th honoring fertilizer's contribution to feeding our world, more than 1,000 students joined in during the three-hour live event. Karl Barnhart, Chairman of Nutrients for Life's Advisory Council and Chief Marketing Officer of Brandt in Springfield, Ill., hosted the webinar which began with a global message from industry members in different languages, including English, Indian, Chinese, Spanish and Portuguese. Following the message, six industry members were introduced along with a prerecorded interview about their career. Students were then able to ask questions during a live Q&A session.

The event was later released on the Nutrients for Life website for students and educators to continue to view and utilize as a resource in their classroom. Since the release of the event, the videos have been visited frequently on the Foundation's website.



## Global Message

- In honor of Global Fertilizer Day, I say thank you to all those that have a hand in growing our food. – Corey Rosenbusch, The Fertilizer Institute **(English)**
- The farmers, the plant scientists, the agronomists and everyone that touches our food in one way or another. – Koyel Choudhury, CRU **(Indian)**
- Without fertilizer, food production would be slashed in half, as plants need nutrients to grow a healthy and abundant food supply. – Yao, Yao, Nutrien **(Chinese)**
- Who are these people all around the world that we honor on this day? – Dr. Martín Torres Duggan, Tecnoagro and University of Buenos Aires **(Spanish)**
- Take a look and find out! – Fernanda Dias, NAQ Global Corporation **(Portuguese)**

“

“The fertilizer industry is full of talented individuals with unique experiences and training,” said Karl Barnhart, EVP and Chief Marketing Officer at Brandt. “The Global Fertilizer Day event allowed us to share a glimpse of these talents with students all across the country and answer questions in a live Q&A format. As the event host, it was an honor to share our industry and shine a light on the amazing people who make it possible.”

”

## >> Event

### Melinda Sposari

Director of Market Intelligence,  
The Fertilizer Institute

### Pamela Mayo

Product Manager, Helena  
Agri-Enterprises

### Linda Dempsey

VP of Public Affairs, CF Industries

### Ricky Henries

Equipment Operator, Nutrien

### Sarah Potts

Corn Breeder, Corteva Agriscience

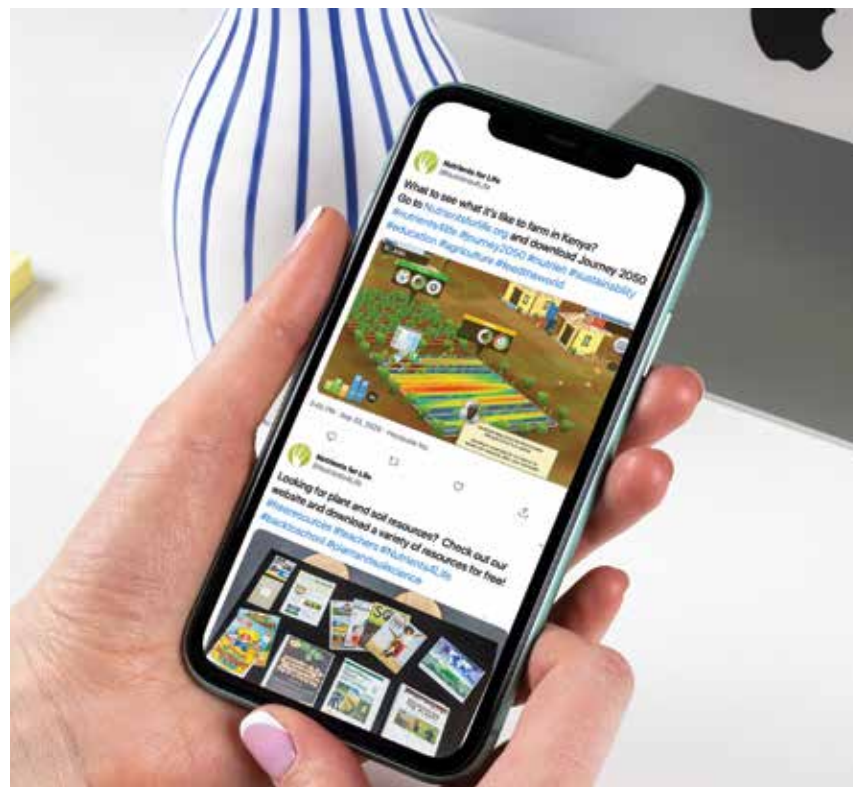
### Micheal Thrash

Corporate Chef, Simplot

# Social Media Gains Importance in 2020

Social media became a high priority for Nutrients for Life in 2020. When schools closed in March, the NFLF team immediately realized the need to make as many people aware of the excellent digital resources quickly. NFLF's social media pages played a huge role in distributing its current resources and the new ones as they were created.

Nutrients for Life Foundation promoted Journey 2050, the Humanities Against Hunger digital game and the new phosphorus and potassium life cycle challenges to name a few. The Foundation celebrated National Principals Day, Teacher Appreciation Week, National Nurse week and farmers. NFLF added a little humor to the year with its Fun Friday posts, in hopes to bring a smile or giggle to educators and friends. Averaging four posts a week, this is just a sample of the many post and videos shared in 2020.



7,300  
Total Followers



2,000  
Total Followers

Active  
accounts



## Highlights

### Coloring Contest

A weekly coloring contest geared to three age groups (0-3, 4-6, and 7-10) featuring our mascots Nitrogen, Phosphorus and Potassium, reached more than 30,000 likes and lasted for the entire month of April. The participants submitted their artwork to the NFLF Facebook page. Each age group weekly winner was then eligible for the grand prize contest. The winners from each week, as well as the grand prize winner, were based on the number of likes received. The weekly winners received a small prize, and the grand prize recipient was sent a \$25 Amazon gift card.

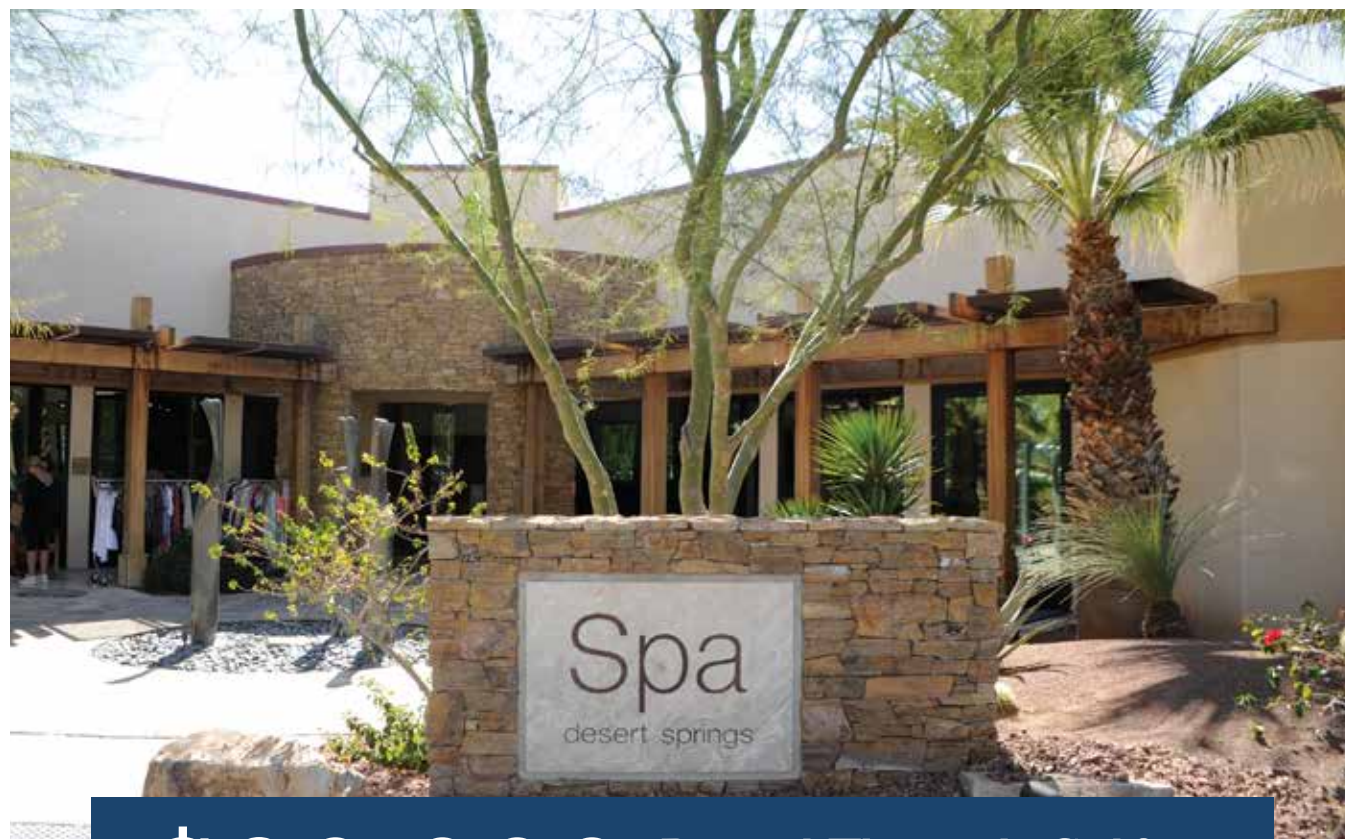
### Family Kahoot!

The Facebook live Kahoot! family night was a success in bringing families together and testing their knowledge of fertilizer. NFLF hosted eight Kahoot! events during the spring and fall of 2020. Partnerships with American Farm Bureau Foundation for Agriculture, National Agriculture in the Classroom and The World Food Prize allowed us to collaborate with outside organizations and broaden the reach.

### Fertilizer—Life's Main Ingredient Campaign

Nutrients for Life recognized our hard-working Ag Professionals with the Fertilizer—Life's Main Ingredient campaign that included ag celebrity chefs like Michelle Miller, otherwise known as Farm Babe, and Corey Rosenbusch, the President of TFI and his daughter Ava. The campaign also recognized the essential workers in the agriculture industry.





**\$80,000** Raised Through Golfing  
With A Purpose



## Raising Funds and Awareness

Every year supporters of Nutrients for Life have gathered on the links to compete for the Fertilizer Cup and support the Foundation's fertilizer education efforts. The golf tournaments have been a significant revenue generator for the Foundation. In 2020, NFLF raised more than \$80,000 for its mission by golfing with a purpose.

The 2020 Nutrients for Life Foundation Golf Tournament was held at the Desert Springs Golf Club in Palm Desert, California, in February as part of The Fertilizer Institute's Annual Meeting. The Simplot team of Steve Beebe, Lyndon Denton, Andy Kaler and Chris Simoni claimed the Fertilizer Cup.

For the first time, Nutrients for Life hosted a "Relax, Renew and Beautify" Spa Day in conjunction with the golf tournament. The event gathered meeting attendees to support the Foundation's efforts, while receiving a massage, facial or nail service. Guests enjoyed the opportunity to relax, network and raise money for the NFLF programs.

Both fundraising events raised more than \$90,000 that help fund the Foundation's education activities.

“

"We had great participation in both events, which also allowed us to generate awareness on the many programs the Foundation implements," said Harriet Wegmeyer, executive director of the Nutrients for Life Foundation. "Due to the pandemic, we were unable to host our golf tournament at the Southwestern Fertilizer Conference in July, but we are so thankful to have had these successful events in February."

”

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# Caring for Our WATERSHEDS

Caring for Our Watersheds is a program that empowers students to imagine, develop and create solutions in their local watersheds. The program promotes watershed awareness and stewardship, values student ideas and offers support when turning theoretical ideas into action. It inspires youth to realize you are never too young to make a big difference and we are all “downstream” and connected to the challenges within the watershed. New this year the program expanded its focus in Ohio to include the Lake Erie Watershed.

“

“Caring for Our Watersheds pairs perfectly with the Foundation’s H2Know water quality case study,” said NFLF Executive Director Harriet Wegmeyer. “This partnership maximizes the connections in the classroom with teachers and students and learning about water quality and nutrient stewardship.”

”

Judges in the environmental field score student entries, and the top ten projects are selected to compete in the final competition. \$10,000 in implementation funding (up to \$1,000 per project) is available to all participants, allowing each and every idea to be turned into a reality. This year because of COVID-19 closures, we were unable to hold a final competition, but students were still awarded the final prize money along with awards going to the winning schools as well. It is our hope that these projects will be able to be implemented in the future.

Nutrien, the Nutrients for Life Foundation, and The Hamilton County Soil and Water Conservation District understand the importance of protecting our watersheds and conserving natural resources, but it’s equally important to cultivate future land stewards and tomorrow’s advocates for the environment. That’s why they have partnered together to establish Caring for Our Watersheds, a unique program that enhances classroom learning through the practice of environmental research, writing skills, public speaking and hands-on stewardship.



## CARING FOR OUR WATERSHEDS FINALISTS

Out of more than 130 entries submitted this year, top ten teams will equally share the \$12,000 in awards for themselves and their schools.



## Participating Teachers and Schools

Deborah Brookbank - Winton Woods High School  
 Mary Brown - John Marshall School of Engineering  
 Sunitha Chiluka - School of One  
 Bill Crow - Perry High School  
 Mary Dennemann - Archbishop McNicholas High School  
 Mary Dudley - James N. Gamble Montessori High School  
 Kelly Dye - West Holmes High School  
 Melissa Harlow - Milton-Union High School  
 Nate Hatton - Miamisburg High School  
 Purnima Jaiswal Cheruvu - Cleveland School of the Arts  
 Dr. Anees Khanam - MC2STEM  
 Melissa Kowalski - Put-In-Bay High School  
 Dr. Vivian Lee - Davis Aerospace & Maritime High School  
 Kirsten Mahovich - Cleveland Metropolitan School District  
 Tracy Majors - Wyoming High School  
 Monika Nuñez - Ursuline Academy  
 Deep Paul - Max S Hayes High School  
 Mary Beth Rieth - Mount Notre Dame High School  
 Anthony Rodgers - Rhodes School of Environmental Studies  
 Juana Sanchez - Max S Hayes High School  
 Michelle Shafer - Indian Hill High School  
 Kathryn Sickinger - The Summit Country Day School  
 Bridget Sparks - Princeton High School  
 Taylor Richardson - Rhodes School of Environmental Studies  
 Akshayaa Venkatakrishnan - Dater High School



A joint program of the Nutrients For Life Foundation, Nutrien Ltd., Hamilton County Soil & Water Conservation District with additional funding from the Ohio Soybean Council.

# THANK YOU TEACHERS



Thank you for being a teacher! You have used your creative minds, increased your technology skills beyond imagination, juggled more than you thought you knew how and kept your students together as a class whether in-person or virtual. Thank you for doing what you do every single day.

At Nutrients for Life, we salute you!

## MEET THE TEAM



### NFLF New President Corey Rosenbusch

Corey Rosenbusch officially joined NFLF as its President in February 2020. He previously served as President and CEO for the Global Cold Chain Alliance (GCCA). Before joining GCCA, Rosenbusch lived in Indonesia implementing a United States Department of Agriculture (USDA) funded development project for The Borlaug Institute. Rosenbusch served as the National FFA President, representing the organization at state conventions and agriculture industry events.

Rosenbusch holds a degree in International Development from Harvard University and a Bachelor of Science degree in Agricultural Education from Texas A&M University.



**Tiffany Ballow**  
Program Manager and  
Louisiana Regional  
Representative



**Tracy Baxter**  
Florida Regional  
Representative



**Melissa Bigge**  
Kansas Regional  
Representative



**Katie Nainiger**  
H2Know Watershed  
Coordinator



**Debra Kearney**  
Iowa Regional  
Representative



**Rick Phillips**  
California, Idaho,  
Washington Regional  
Representative



**Haley Siergiej**  
Illinois Regional  
Representative



**Harriet Wegmeyer**  
Executive Director



# FROM OUR CHAIRMAN

## We Are Essential

This year has been one for the history books. The Nutrients for Life Foundation (NFLF), like other entities involved in K-12 education, has had to pivot its efforts due to the changes in our nation’s education infrastructure. As a country, we have always known how essential education is to success. Our teachers, administrators and school staff provide so much to our nation’s youth. When the pandemic was declared, the fertilizer industry was also deemed essential, which reminds me of just how proud I am to work in this industry.

The Cybersecurity and Infrastructure Security Agency identified several classes of the fertilizer industry as essential on March 19, 2020. These jobs included farm workers and support services, including those that are engaged in the inputs used by the food and agriculture industry. Also included were transportation and logistics employees with jobs related to the movement of essential agricultural products such as fertilizer. That enabled us to keep doing our jobs, as our role in food production is widely recognized.

NFLF was well-positioned to pivot its resources to primarily digital when schools as we knew them were closed. Teachers were thankful for the ease of use of our plant and soil science resources that enabled them to keep teaching about our essential industry and the importance of crop nutrients.

As we look forward to 2021, we are hopeful that both our digital resources for virtual learning and traditional resources for classrooms will continue to provide value to our educators. NFLF is well-positioned to expand on its H2Know water quality efforts, which are closely aligned to real-world situations. We are also working on expanding our offerings to members of the fertilizer industry, such as programs for employees’ children only and an industry-wide workforce development program. Our new initiatives will complement NFLF’s current programs to provide opportunities to members of our industry.

Thank you to all the companies and individuals who have recognized the critical role NFLF and its education efforts play by being financial supporters. Remember, we are essential! I look forward to new ideas, successes and a return to normal in 2021!

Jeffrey D. Minnis  
President, North America Trade, Trammo, Inc.  
Chairman, Nutrients for Life Foundation

# FINANCIAL SUMMARY

JUNE 30, 2020

\$1,015,031  
2020 Total Revenue



Outreach	\$156,686
Resource Creation and Promotion	\$182,944
Regional Programming	\$238,973
Fundraising	\$176,561
General & Administration	\$149,777

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