HONOR THE HARVEST FORUM QUESTIONS & ANSWERS

Who is organizing the event?
The Aspen Institute Energy and Environment Program (EEP) and U.S. Farmers and Ranchers Alliance (USFRA) will be hosting the 2019 Honor the Harvest Forum. The Aspen Institute is an educational and policy studies organization based in Washington, D.C. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Aspen Institute Energy and Environment Program challenges thought leaders to test and shape energy, conservation, and environmental policies, governance systems, and institutions that support the wellbeing of both nature and society.

U.S. Farmers & Ranchers Alliance (USFRA) represents farmers, ranchers, food and agricultural partners with a common vision for farmers, ranchers and food makers to be recognized as stewards who enable sustainable food systems of the future and nourish our communities, natural resources, and planet. USFRA’s mission is to co-create sustainable food systems, connecting farmers, ranchers and food makers. It is with great purpose that the Forum will take place on USFRA Chairman Chip Bowling’s family farm. It is an extraordinary setting for the work that this group will do together.

When is the Forum?
The Forum will take place from June 4-6, 2019, beginning with registration and a reception on the evening of Tuesday, June 4 from 5:30 pm to 7:30 pm EDT. The Forum will conclude on Thursday, June 6 at 12:30pm EDT, with shuttles leaving for the Ronald Reagan Washington National Airport (DCA) at 12:45pm EDT. Participants should plan to arrive in D.C. by late afternoon on June 4 and should book travel to leave from Ronald Reagan Washington National Airport after 3:00 pm EDT on June 6.

Who’s attending?
The Forum will be attended by leaders in the food and agriculture space including farmers and ranchers, CEOs, public officials, and experts from across the entire food value chain. Leaders were purposefully selected to represent major stakeholders in food and agriculture systems, all to reflect in miniature a “system in the room,” allowing co-creation of vision, strategy, and specific action across food systems’ boundaries. The event is limited to 80 leaders who best represent food and agriculture systems and are willing to collaborate in discussions that produce game-changing solutions for a shared future.
Who is on the Forum Council?
Just as the Forum aims to bring together the “system in the room,” the Forum Council aims to bring representatives of the major food and agriculture systems’ stakeholders together to set the stage for collaboration at the Forum. The Forum Council advises on the framing, agenda, and attendees for the Forum and helps identify the ripest areas for cross-system collaboration.

How many people are attending?
The Forum is by invitation only and will be an exclusive, intimate event. We expect about 80 people to participate.

I might have to step out for a few calls on those days. I assume this is OK?
This event is highly interactive with very short injections of inspiration from speakers. Each session builds upon the previous session and you will be paired with groups of peers so you might find it very difficult to pop in and out. True to the style of Aspen leadership forums, this is special time to co-design the future of the food and agriculture systems. There will be snack and lunch breaks that will offer you a chance to check emails and make phone calls.

What is required of me before the Forum?
About two weeks prior to the Forum we will send a Briefing Paper (fewer than 30 pages) which will provide additional context and information about the Forum. We would love for you to read it prior to arriving at the event. Other than that, no preparation is needed.

What can I expect? How is this event different from other events?
Solution and action-oriented: We will use our time together to create a common vision of a positive future and then identify and begin to work on collaborative solutions to some of the biggest challenges in food and agriculture systems today. By the close of the Forum, we expect to have between five and ten actual project ideas or initiatives conceptualized and in the early stages of planning.

Designed to provide opportunities to advance our collective and individual goals: Because we are tackling entrenched, system-level problems, these are typically things that are difficult to make progress on anywhere else. You have the opportunity to propose a solution that would help you with what you need to get done and gather a cross-system group to start working on making it a reality.

You will meet and get to know people from across the food system that you wouldn’t normally have a chance to talk to: It is a unique opportunity to actually talk to farmers, academic experts, and innovators.

What are the topics that will be discussed?
The event will focus how we can harness the power of food and agriculture to elevate intrinsic environmental stewardship, nourish families, communities and society, and grow shared economic value across the supply chain. During the Forum, attendees will self-select into groups to work on specific opportunities and solutions. We will suggest some ideas to get the thinking started and participants can suggest ideas in real time. Some of the topics we have considered so far include:

- **Enabling** better decision-making from seed to stomach and beyond;
- **Valuing** the natural resource stewardship of farmers and ranchers while strengthening their economic resilience;
- **Connecting** farmers and ranchers with processors, retailers, and consumers to better match supply and demand, and build trust across the value chain;
- **Aligning** on shared principles for storytelling and consistency in marketing claims; and,
- **Funding** research, development, and innovation to define the next era of food and agriculture.

Where is Newburg, Maryland?
Newburg, MD is about an hour south of Washington, D.C. off Highway 301. The event will be hosted on Bunker Hill Farm, which is owned and operated by Chip Bowling, USFRA Chairman and a third-generation grain farmer.
How much does it cost?
There is no registration fee to attend the Forum. You have been selected because of the contribution we believe you can make to the discussion. We only ask that you pay your own travel and lodging expenses.

Is travel and lodging included?
Participants are asked to cover the cost of their own travel and hotel rooms. We are providing meals during the event as well as transportation between Ronald Reagan Washington National Airport, the hotel, and the farm, and we will provide shuttles to Ronald Reagan Washington National Airport at the end of the Forum.
Upon registration you will have the option to reserve a hotel room under the Honor the Harvest Room Block at the Hilton Garden Inn or the Hampton Inn, both located in Waldorf, MD.

How can I register for the Forum?
Registration for the Forum is invitation-only. You may find detailed instructions on how to register in your formal invitation.

I can only make it for part of the event. Can I still attend?
Participation in both days of the event is required. Please let us know if you are unable to fully participate and we will add your name to a waiting list as we consider partial attendance.

I can’t make it. Can I send someone from my team?
The Forum is intended to build a leadership cohort. Each leader has been highly curated and selected for not only their organization, but also their role in the food system and leadership capabilities. The invitation is nontransferable. If you cannot make it, but believe there is another leader who is appropriate to foster an advanced dialogue on this topic, please send contact Anna Giorgi (anna.giorgi@aspeninstitute.org) to discuss the possibility.