



Industry Perspectives and Emerging Trends in Global Ag

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Recently, Tim Glenn was invited to speak at the Hertz Lecture on Emerging Issues in Agriculture at Iowa State University. Below is his reflection on the experience. Scan the QR code to view the full lecture.



It was an honor to speak at the Hertz Lecture on Emerging Issues in Agriculture at Iowa State University (ISU). And, as many of you know, I am a proud Cyclone and ISU graduate, so it was a special treat to share thoughts about the future of the agriculture industry with students, faculty and those who attended the lecture.

Part of my discussion was helping the students in the audience understand—and reminding myself—that I was once like them. A leader in residence halls, a highly active intramural sports fan and even a Cy mascot, I learned how to study for college while realizing that agriculture was my future during my time at ISU.

As a student in the 1980s, I came to Iowa State in the middle of a crisis where thousands of farmers were defaulting on loans and rural banks were failing. The cards were not stacked in my favor—though there were also, fortunately, many opportunities that I took on in my first jobs after college. I networked with experienced professionals and learned all I could, which was key to helping me get to where I am today. I am so thankful for my experiences and am confident that future students can also have very rewarding careers in agriculture.

We can appreciate our own journey as well as the one in front of our industry—charting our course ahead while we confidently take on challenges and embrace trends. Here are a few that I covered during my lecture, some of which may be familiar to you:

Individual farmers today must drive productivity to achieve financial goals. Recent trends involve resource scarcity and increasing regulatory scrutiny, on top of what responsible farmers and businesses need to do

to maintain a social license to operate. Farmers must manage these converging forces to ensure the opportunity to hand the land to the next generation—and this includes access to expertise and technology that Corteva Agriscience is positioned to help farmers around the world navigate.

Why is that pursuit of productivity so important? With a growing world population, increasing economic affluence, scarce land resources and food insecurity, we know the potential for productivity improvement remains, and we need to continue helping developing regions, as well as farmers in the United States, to keep up with these demands. We must do so in socially responsible ways so that future generations will take the baton.

This brings us back to the students and the roles they're going to play in the world. We need their ideas, their energy and their research to keep us—the entire world—moving forward. I know they're equipped with the energy and the appetite to innovate and be part of the solution. And it is always inspiring to see and hear from these young people who want to be part of the solution.

The Hertz Lecture was created in recognition of Carl and Marjory Hertz to inspire those in our industry to reach their potential. Corteva, like Hertz Farm Management, prioritizes high levels of service and commitment, and I am proud to be associated with the effort to inspire future generations of ag leaders. My thanks again to Dr. Dan Robison, Dean of Agriculture and Life Sciences, the Hertz family and the lecture attendees.

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