Becoming an advocate.
Moving agriculture from defense to offense.

Bill Buckner
President and CEO
1896
1930s
340 employees from 25 countries
100+ Ph.D.s
“The only true happiness must come from not only understanding your own needs, but an understanding and willingness to secure the same thing for your fellow man.” – Lloyd Noble
You are the boots on the ground.
“So how do you become an advocate?
Gain knowledge.
Seek innovation.
Form collaborations.
Find a platform.
Four key steps to becoming an advocate
Gain knowledge
Gain knowledge

Seek innovation
Gain knowledge
Seek innovation
Form collaborations
Gain knowledge
Seek innovation
Form collaborations
Find a platform
“My hope is that when into other hands are placed the responsibility for the management of our mutually built enterprise, those in command will not lose sight of the fact that no individual builds anything worthwhile by his effort alone.” – Lloyd Noble