Iowa’s impact on agricultural research and innovation reaches far beyond our state’s borders. From livestock barns to research labs and manufacturing plants to startups, thousands of people are focused on the common goal of increasing the productivity, efficiency and sustainability of agriculture.

We’re working together to share innovation stories, attract new businesses and employees and continually build opportunities in every corner of Iowa. America’s Cultivation Corridor is the place to start or grow a company, develop the next big idea, or join an existing team of innovative leaders dedicated to making a global impact.

Read on for details about the brand new Cultivo Global Ag Innovation Program we launched and how we were able to showcase America’s Cultivation Corridor at the BIO World Congress in Des Moines this year.

Sincerely,

CHARLES SUKUP
Chairman & President, Sukup Manufacturing Co.
Chairman, America’s Cultivation Corridor

BUILDING AN UNFORGETTABLE BRAND

In 2019, our organization underwent a subtle yet impactful rebrand aimed at strengthening our position as a leader in innovation. After careful consideration, we made the shift from Iowa’s Cultivation Corridor to America’s Cultivation Corridor to ensure we’re viewed as the premier place to advance the agriculture industry. To build top of mind awareness, we targeted individuals in Iowa and the surrounding states through extensive digital and traditional media tactics to let the Midwest know that this is where science feeds the world.
INNOVATION ON A GLOBAL SCALE

In October, we announced the launch of the Cultivo Global Ag Innovation Program for international entrepreneurs and startups. This first-of-its-kind immersion program will connect Iowa businesses, farmers and universities with new ideas and innovators from around the world.

We look forward to hosting the inaugural 10-day cohort in 2020. We are excited to lead the way with this initiative and have seen strong interest from countries eager for their startups to experience the vibrant entrepreneurial ecosystem at work in America’s Cultivation Corridor.

CREATING A COMMUNITY OF INNOVATORS

The Corridor was involved with many critical innovation-driving events throughout the year, including:

Start-Up Stadium @ BIO World Congress
BIO World Congress brought together more than 960 delegates from 36 countries to Des Moines – and 32 early-stage companies pitched potential investors and partners from that decorated audience at the first-ever Start-Up Stadium sponsored by America’s Cultivation Corridor.

Agriculture Innovation Week
Governor Kim Reynolds signed an official proclamation declaring the week of March 10 as Agriculture Innovation Week in Iowa – and the Corridor collaborated with the Department of Agriculture & Land Stewardship to make it happen.

ECONOMIC DEVELOPMENT HIGHLIGHTS

$889,500,000
In Capital Investment

10% of The Corridor
10% A stronger reputation has led to a 10% growth in career consideration within The Corridor

430
Jobs Created

430
Land O’ Lakes brought on as our newest investor

Learn more at CultivationCorridor.org/leadership

MEET OUR CURRENT BOARD:
CultivationCorridor.org/leadership