

2020 ANNUAL REPORT ADAPTING, INNOVATING, & DELIVERING

Innovation has always been at the heart of Iowa's agriculture and bioscience sectors, and that innovation has never been more critical than during 2020.



A global pandemic, historic derecho storm, and fluctuating market conditions made conducting business challenging, but also brought the critical importance of agriculture and food production to the attention of

the world.

Just as our state's businesses made adjustments throughout the year, so did America's Cultivation Corridor, pivoting from in-person events to virtual ones, all while continuing to share stories of innovation and making connections to strengthen opportunities in Iowa.

Thank you to the investors and supporters of America's Cultivation Corridor, and most

importantly, thank you to the entrepreneurs, founders, innovators, and farmers who make Iowa the best place to make a difference in agriculture. Together, we worked through the obstacles of 2020 and are more focused than ever on delivering the next generation of agricultural ideas and technologies that will solve the world's most pressing food security and sustainability challenges.

Sincerely,



Judd O'Connor
President of U.S. Commercial Business,
Corteva Agriscience
Chairman, America's Cultivation Corridor



In October, we launched a new series designed to showcase how the Iowa ag industry is impacting the world through innovation. Our first installment, an official World Food Prize side-event, featured experts from Iowa Pork Producers Association, North American Meat Institute, and Kent Nutrition Group. The panel discussed the effects of Covid-19 on the American protein supply chain. Look for more opportunities to engage with agricultural thought leaders through the Insights to Innovation series in 2021.



In 2020, we launched Cultivo Virtual Academy. This six-week virtual program will provide participants with mentorship, interaction with Iowa's agricultural leaders, and an online curriculum focused on U.S. market entry, regulatory and financing systems, and customer perspectives. Our investors and partners are working to accelerate the development of new technologies, strengthen Iowa's ag bioscience workforce, and attract economic development, all focused on meeting the challenge of sustainably feeding a growing world population.

INVESTING IN IOWA INNOVATIONS

Iowa startups raised \$100m more capital in 2020 than in 2019. Ag companies account for half of the total amount of capital raised in Iowa in 2020. Some notable fundraising successes include:

- > Growers Edge (Johnston) \$40,000,000
- > Swine Tech (Cedar Rapids) \$5,000,000
- > Power Pollen (Johnston) \$13,000,000
- > Tractor Zoom (Urbandale) \$3,000,000
- > Rantizo (Iowa City) \$7,500,000

TELLING IOWA'S STORY ACROSS THE GLOBE



The challenges of 2020 forced all of us to take new approaches to build relationships and accomplishing tasks. The startups, students, companies, and farmers across America's Cultivation Corridor didn't stop, and neither did our team.

From launching the **Insights to Innovation webinar series** and the **Cultivo Global Academy**, to

expanding our social media and web presence, our staff of two accomplished a great deal! We also highlighted several stories of **Iowa's entrepreneurial ecosystem, leading universities, funding opportunities, open innovation, research investments, and strong infrastructure** in AgFunder News and other vehicles, and continued to strengthen relationships with partners, startups, and leaders in Iowa and around the world.

The work done by our investors, volunteers, and staff built a deep and wide foundation in 2020. Our organization is eager to continue to support and lift up Iowa's global innovation leadership position in the food and ag industry. This foundation not only leads us in a strong direction for 2021 but the entire decade.

Billi Hunt
Executive Director, America's Cultivation Corridor

CONNECTING VIRTUALLY

We're all about making connections. In 2020, we personally connected with agtech businesses from six continents looking to expand into the US market.

In 2020, we connected virtually with more people than ever before on our website. Year-over-year page views went up by 324%.



WHY IOWA

This lifestyle ad placed in AgriMarketing magazine supports our strategy of telling the world about the professional and personal reasons to locate in Iowa. Check out the Why Iowa Profiles on our website for more examples of why people choose Iowa, America's Cultivation Corridor.

Website visitors stayed on our site longer than ever. The average time-on-page went up by 19% in 2020.