The STEM Food and Ag Council (SFAC)—a project of STEMconnector—announced the launch of a new campaign to increase the number of people working to feed the planet’s growing population through science, technology, engineering, and math (STEM). The campaign, entitled Feed, Nourish, Thrive, articulates the need for the next generation of innovators in food and agricultural production.

Ellen Bergfeld, CEO of the Alliance of Crop, Soil, and Environmental Science Societies (ACSESS), is a steering committee member for SFAC. “The efforts that STEM Food and Ag are putting forth are in complete alignment with our Society goals. We need students studying our sciences—they are the future workforce. We fully support the Feed, Nourish, Thrive program.”

The campaign addresses a critical workforce need in the food and agricultural sectors. According to a recent USDA report, only 61% of STEM food and agriculture labor demand is currently met through our schools of food, agriculture, and renewable natural resources. Feed, Nourish, Thrive aims to increase awareness of study and career opportunities that exist in the field through a dynamic, interactive online platform.

The Feed, Nourish, Thrive campaign focuses three characteristics of STEM careers in food and agriculture:

1. **Make a Difference**—STEM Careers in food and agriculture are on the front line of helping sustainably and healthily feed the world’s growing population.

2. **Have Fun**—STEM careers in food and agriculture are interesting and fulfilling.

3. **Earn a Living**—STEM careers in food and agriculture pay well.

An interactive web portal for Feed, Nourish, Thrive (feednourishthrive.org) features videos from young professionals and students from member organizations of the STEM Food and Ag Council.

Through ACSESS, several member students created videos about their exciting work in the STEM Food and Ag areas. Participating students were Adam Gaspar, University of Wisconsin–Madison; Kim Kershen, Kansas State University; and Rachel Owens, Missouri State University. The videos link to career profiles developed by AgCareers.com.

In addition to the videos and career information from SFAC members, the site will connect users to high quality, age-appropriate, interactive STEM resources. The platform is open for submissions of materials to be included in the site as well and will continue to add new materials and engagement opportunities with partner organizations.

The portal is accompanied by a social media campaign, using the unique hashtag #FeedNThrive to join in the conversation on Twitter and Instagram.

“The challenge of sustainably feeding the world will require the best and the brightest innovators,” says Sherri Brown, STEMconnector co-chair. “We must inspire the next generation to take on this challenge. The Feed, Nourish, Thrive platform will connect young people and those around them to high quality resources about the exciting careers in food and agriculture. This resource will help raise awareness that careers in food and agriculture are not only fun and high-tech but also impactful.”

“We need for young people to understand that they can make an impact in the world by pursuing a STEM career, says STEMconnector CEO Edie Fraser. “What better career path is there than one dedicated to sustainably feeding our planet’s growing population?”

Susan Chapman (Director of Membership for the Societies) and Susan Fisk (Director of Public and Science Communications for the Societies) attended the launch of the Feed, Nourish, Thrive campaign in Des Moines, IA in conjunction with the World Food Prize. Along with Bergfeld, they will continue to work with SFAC in future efforts.

Students from Kansas State, University of Wisconsin–Madison, and Missouri State sent videos to be used by STEM Food and Ag during their promotional campaigns. The video can be seen at: http://youtu.be/10mvy_5fZCY.