



CHECK-IN ON THE CHECKOFF: Finding CommonGround on the Road

Whether you're driving down a gravel road or a major highway, April is a season of constant motion defined by the sight of planters rolling through fields. As corn farmers, we are working to plant our crops in the field to raise the food, feed and fuel the world relies on. This time of year, amplifies the importance of sharing stories with those removed from the farm, which is why the Iowa Corn Promotion Board (ICPB) continues to invest in consumer-facing programs, like CommonGround.

CommonGround is a national network of female farmers dedicated to connecting with consumers across the country. These farmers are mothers, sisters, wives, business owners and agricultural professionals who share their story of Iowa's diverse agricultural landscape. Their mission is simple: CommonGround serves as a bridge between their farms and the dinner plate, ensuring families have the facts about the safety and quality of the ag products they buy.

As we approach the summer months, CommonGround farmers are gearing up for their 2026 Farm to Fork Summer Road Trip. From local bakeries and ice cream shops to craft breweries and distilleries, the virtual road trip offers a front-row seat to how Iowa agriculture fuels our local economies. Additionally, the trip will feature stops to sample winning products from the Iowa Beef Industry Council's Best Burger Contest and the Iowa Pork Producers Association's Best Breaded Pork Tenderloin Contest.

Please join in on the fun by following CommonGround Iowa on Facebook and Instagram. ICPB is proud to support CommonGround and their work to share the story of Iowa agriculture. ●

Joe Roberts, ICPB President



Joe Roberts is a farmer from Belmond, Iowa, and serves as the Iowa Corn Promotion Board (ICPB) President and on the Exports and Grain Trade Committee.