

## CEO salaries in farm and food sectors continue upward climb

Nearly two out of three top executives in nonprofit trade associations in farm, food and fuel are reaping the benefits of increased compensation packages.

Robert Skelton, vice president of administration for American Society of Association Executives (ASAE), attributes increased salaries to a variety of reasons.

**“It’s helpful that the economy seems to be improving. We see some growth,” Skelton says, “and that’s a good thing overall.”**

“The amount of government relations activities with various government actions drives more expertise on the lobbying side,” Skelton says. “There’s more of a need for what associations do. That’s not going to be cheap. You have to pay a little more for that.”

Skelton says the “Great Recession” held some people up from retiring, too. Now as CEOs are retiring, organizations are filling openings – and, on average, spending more as there is more competition for the number of people who have the necessary skills.

The ASAE reports in its 2014-2015 Association Compensation and Benefits Study that the median base salary (not total compensation) for association CEOs is \$175,000, up from the \$169,309 reported in its 2012-2013 study. ASAE represents more than 21,000 association executives and industry partners from some 10,000 organizations.

Our *Agri-Pulse* CEO listing this year includes almost 20 additional nonprofits not listed in our 2013 CEO salary report. Of the 70 organizations included in last year’s listing, nearly two-thirds report increases in executive compensation while about 15 percent report decreases. Base pay increases from last year range from less than \$2,000 to more than \$188,000.

The biggest increase in total compensation went to Pamela Bailey, president and CEO of the Grocery Manufacturers Association, who now receives more than \$3 million, including 2013 bonus pay and investments in a 401K. Bailey is carving a unique niche in the C-suite, where the majority of offices have traditionally been held by men, and she’s scored some high-profile victories – defeating GMO labeling initiatives in both California (2012) and Washington State (2013). This is the third year her compensation has topped the list of food, farm and environmental organization salaries reviewed by *Agri-Pulse*.



The GMA's CEO Pamela Bailey once again tops the list in our annual CEO salary survey.

Organization or Board	President/CEO /Executive Director of VP	Base Compensation	Potential Bonuses & Incentives	Other Comp	Retirement & Other Deferred Comp	Tax-Free Benefits	Total Compensation	Year ending
Agricultural Retailers Assoc.	Daren Coppock	\$256,043			\$15,900	\$11,324	\$283,267	2012
American Bakers Assoc.	Robb Mackie	\$320,529	\$65,000		\$21,347	\$21,868	\$363,744	2012
American Bankers Assoc.	Frank Keating II	\$1,295,161	\$425,000	\$43,354	\$160,350	\$41,538	\$1,965,403	2012
American Beverage Assoc.	Susan Neely	\$996,750			\$33,000	\$17,085	\$1,046,835	2012
American Cotton Shippers	William May	\$180,863			\$12,600	\$45,117	\$238,580	2012
American Egg Board	Joanne Ivy	\$229,500					\$229,500	2014
American Farm Bureau Federation	Bob Stallman	\$683,646			\$210,000	\$12,806	\$906,452	2012
American Farmland Trust	Jon Scholl*	\$251,239			\$12,872	\$14,734	\$278,845	2013
American Feed Industry Assoc.	Joel Newman	\$373,942		\$44,360			\$418,302	2013
American Frozen Food Institute	Kraig Naasz	\$500,000	\$100,000	\$14,614	\$116,712	\$23,587	\$754,913	2012
American Lamb Board	Megan Wortman	\$120,000					\$120,000	2014
American Soybean Association	Steve Censky	\$262,614	\$10,725		\$8,426	\$15,886	\$297,651	2013
American Sugar Alliance	Vickie Rideout Myers	\$154,659			\$23,199		\$177,858	2012
American Sugarbeet Growers Assoc.	Luther Markwart	\$315,684			\$37,500	\$30,972	\$384,156	2012
American Veterinary Medical Assoc.	Ron DeHaven	\$328,320			\$25,000	\$1,120	\$354,440	2012
Cattlemen's Beef Promotion & Research	Polly Ruhland	\$200,000		\$6,000			\$206,000	2014
Center for Food Safety	Andrew Kimbrell	\$222,540	\$4,375		\$20,250		\$247,165	2012
Consumer Federation of America	Stephen Brobeck	\$114,659			\$7,690		\$122,349	2012
Cotton Board	William Gillon	\$257,500	\$7,725	\$469	\$33,475	\$4,000	\$303,169	2013
Cotton Council International	Kevin Latner	\$294,923	\$11,783	\$130,943	\$53,636	\$27,486	\$518,771	2013
CropLife America	Jay Vroom	\$495,641	\$253,312	\$11,269	\$143,424	\$27,147	\$930,793	2012
Environmental Defense Fund	Frederic D. Krupp	\$440,738	\$45,000		\$37,000	\$19,098	\$541,836	2013
Ducks Unlimited	Dale Hall	\$289,036	\$120,000		\$16,027	\$11,586	\$436,649	2013
Environmental Law & Policy Center	Howard Learner	\$296,845	\$4,460		\$17,500	\$15,063	\$333,868	2013
Environmental Working Group	Ken Cook	\$243,900				\$17,196	\$261,096	2012
Farm Credit Council	Ken Auer	\$512,793	\$210,000	\$396,585	\$30,000	\$26,011	\$1,175,389	2012
Fertilizer Institute	Ford West*	\$488,162			\$24,500	\$34,837	\$547,499	2012
Food and Water Watch	Wenonah Hauter	\$150,360			\$15,877	\$11,256	\$177,493	2012
Florida Sugar Cane League	Ryan Weston	\$366,657	\$93,214				\$459,871	2012
Food Marketing Institute	Leslie Sarasin	\$726,000	\$363,000	\$25,274	\$20,000	\$20,796	\$1,155,070	2012
Food Research & Action Center	James Weill	\$175,558			\$10,793	\$10,032	\$196,383	2012
FFA	Dwight Armstrong	\$181,121		\$1,584	\$18,271	\$28,319	\$229,295	2012
Grocery Manufacturers Assoc.	Pamela G. Bailey	\$1,180,545	\$911,157	\$31,777	\$890,740	\$41,811	\$3,065,030	2013
Growth Energy	Tom Buis	\$675,000	\$75,000			\$17,000	\$767,000	2012
Hass Avocado Board	Emiliano Escobedo	\$224,640					\$224,640	2014
Humane Society of the U.S.	Wayne Pacelle	\$301,285		\$46,390	\$31,553	\$16,241	\$395,469	2012

Organization or Board	President/CEO /Executive Director of VP	Base Compensation	Potential Bonuses & Incentives	Other Comp	Retirement & Other Deferred Comp	Tax-Free Benefits	Total Compensation	Year ending
Independent Community Bankers Assoc.	Camden Fine	\$1,225,000	\$200,000	\$192,359	\$142,000	\$22,582	\$1,781,941	2012
Institute for Agriculture and Trade Policy	Jim Harkness	\$110,100					\$110,100	2012
International Dairy Foods Assoc.	Connie Tipton	\$595,596		\$29,567	\$81,066	\$20,884	\$727,113	2013
Mushroom Council	Bart Minor	\$221,320		\$22,600			\$243,920	2014
National 4-H Council	Donald Floyd*	\$502,508			\$59,827	\$23,512	\$585,847	2013
National Assoc. of Conservation Districts	John Larson	\$160,000		\$16,500			\$176,500	2012
National Assoc. of Public and Land-Grant Universities	Melvin McPherson	\$426,250	\$90,000	\$83,240	\$42,000	\$12,870	\$654,360	2012
National Assoc. of State Departments of Agriculture	Stephen Haterius*	\$196,290	\$20,000		\$7,914	\$2,042	\$226,246	2013
National Assoc. of Wheat Growers	Dana Peterson*	\$148,386			\$10,387	\$9,065	\$167,838	2012
National Biodiesel Board	Joe Jobe	\$277,403	\$40,000		\$15,420	\$7,558	\$340,381	2013
National Cattlemen's Beef Assoc.	Forrest Roberts	\$356,672		\$121,682	\$19,600	\$18,744	\$516,698	2012
National Corn Growers Assoc.	S. Richard Tolman*	\$329,876			\$25,000	\$15,871	\$370,747	2013
National Cotton Council	Mark. D. Lange	\$284,311	\$11,499	\$4,262	\$52,535	\$26,775	\$379,382	2012
National Council of Farmer Cooperatives	Charles Conner	\$454,438	\$108,750	\$34,018			\$597,206	2012
National Dairy Promotion & Research	Thomas Gallagher	\$475,000					\$475,000	2014
National Farmers Union	Roger Johnson	\$202,141	\$24,271	\$14,834	\$8,800		\$250,046	2012
Milk Processor's Education Program	Julia Kadison*	\$250,000	\$50,000				\$300,000	2014
National Grain and Feed Assoc.	Randall Gordon	\$205,115	\$110,000		\$41,877	\$12,744	\$369,736	2013
National Grange of the Patrons of Husbandry	Ed Luttrell	\$57,500					\$57,500	2012
National Grocers Assoc.	Peter Larkin	\$422,731	\$103,500	\$2,012	\$50,000	\$31,832	\$610,075	2012
National Honey Board	Bruce Boynton	\$192,500				\$61,386	\$253,886	2014
National Mango Board	William Watson	\$141,835		\$14,183			\$156,018	2014
National Milk Producers Federation	Jerome J. Kozak*	\$520,097	\$132,150	\$313,012	\$56,250	\$3,072	\$1,024,581	2012
National Oilseed Processors Assoc.	Thomas Hammer	\$281,960			\$5,000	\$18,622	\$305,582	2013
National Peanut Board	Robert Parker	\$200,000		\$10,000			\$210,000	2014
National Pork Board	Chris Novak	\$288,393	\$42,130			\$21,171	\$351,694	2013
National Pork Producers Council	Neil Dierks	\$223,499	\$29,608		\$14,981	\$11,664	\$279,752	2012
National Potato Promotion Board	Blair Richardson	\$308,917	Up to \$75,000 <sup>1</sup>				\$308,917	2014
National Raspberry Council	Tom Krugman	\$110,000					\$110,000	2014
National Resources Defense Council	Frances Beinecke	\$376,317			\$34,300	\$17,071	\$427,688	2012
National Restaurant Assoc.	Dawn Sweeney	\$951,154	\$557,280	\$63,215	\$561,600	\$115,607	\$2,248,856	2012
National Rural Electric Cooperative Assoc.	Glenn English *	\$1,269,970	\$100	\$620,001	\$81,251	\$30,331	\$1,999,653	2012

Organization or Board	President/CEO /Executive Director of VP	Base Compensation	Potential Bonuses & Incentives	Other Comp	Retirement & Other Deferred Comp	Tax-Free Benefits	Total Compensation	Year ending
United Sorghum Checkoff & National Sorghum Producers Assoc.	Tim Lust	\$160,000					\$160,000	2014
National Watermelon Board	Mark Arney	\$184,987	\$9,000	\$22,019			\$216,006	2014
North American Millers Assoc.	James Bair	\$164,000			\$11,480		\$175,480	2013
The Organic Center for Education & Promotion	Joan Boykin	\$149,802		\$11,659			\$161,461	2012
Organic Consumers Assn.	Ronald Cummins	\$90,520					\$90,520	2012
Organic Farming Research Foundation	Maureen Wilmot*	\$103,000					\$103,000	2012
Organic Trade Assoc.	Lauren Batcha	\$191,388			\$12,968	\$34,027	\$238,383	2013
Paper/Paper Based Packaging Board	Mary Anne Hansen	\$240,000					\$240,000	2014
Pheasants Forever, Quail Forever	Howard K. Vincent	\$200,574	\$15,000		\$11,705	\$20,068	\$247,347	2013
Ranchers Cattlemen Action Legal Fund; United Stockgrowers of America	William Bullard, Jr.	\$175,190				\$23,631	\$198,821	2012
Renewable Fuels Assoc.	Robert Dinneen	\$325,000	\$25,000		\$49,000	\$22,530	\$421,530	2012
Snack Food Assoc.	James McCarthy*	\$209,894	\$35,106		\$7,892	\$23,522	\$276,414	2013
Softwood Lumber Board	Steve Lovett-	\$315,000					\$315,000	2014
U.S. Beet Sugar Assoc.	James W. Johnson	\$298,580			\$58,039		\$356,619	2012
U.S. Grains Council	Thomas Sleight	\$210,133			\$35,527	\$20,614	\$266,274	2013
U.S. Highbush Blueberry Council	Mark Villata	\$205,200		\$39,158			\$244,358	2014
U.S. Soybean Export Council	Jim Sutter	\$299,156	\$100,000		\$17,000		\$416,156	2012
U.S. Wheat Associates	Alan Tracy	\$261,952			\$26,529	\$20,428	\$308,909	2013
Union of Concerned Scientists	Kevin T. Knobloch*	\$263,285			\$20,000	\$18,073	\$301,358	2013
United Fresh Produce Assoc.	Tom Stenzel	\$408,825	\$189,900	\$64,653	\$99,300	\$6,210	\$768,888	2013
United Soybean Board	John Becherer	\$339,624	\$51,000	\$48,803		\$10,437	\$449,864	2014
USA Rice Federation	Elizabeth Ward	\$306,769			\$36,750	\$12,795	\$356,314	2012
Waterkeeper Alliance	Marc Yaggi*	\$154,712				\$34,402	\$189,114	2013
*Indicates no longer CEO	<sup>1</sup> No bonus shown in total compensation							

About 15 percent of the organizations listed in our 2013 and 2014 studies reported decreases in **total CEO compensation**, ranging from about \$2,300 to more than \$300,000. However, it's important to use caution when comparing salary levels with [last year's report](#). Before 2012, 990 reports often double-counted retirement and deferred compensation when calculating total compensation, inflating some total results.

For this report, *Agri-Pulse* worked primarily with GuideStar and its database of 990 forms, which the Internal Revenue Service requires for nonprofits with more than \$50,000 in gross receipts. Other salary reports came directly from trade organizations, from the National Center for Charitable Statistics and Citizen Audit, or in the case of national checkoff leaders, the USDA.