

J.J. Jones Co-Founder | ROOTS & LEGACIES

Turning consumer insights into action for today's food system energizes J.J. Jones. He has continued to enhance his agriculture, communication, and leadership skills from the strong foundation that began while growing up in a diversified agribusiness family and being an active member of both 4-H and FFA. Earning degrees from Kansas State University in Animal Science and Industry and International Agriculture, J.J. is a strong leader in communicating with various agriculture and food industry stakeholders.

J.J. is a frequent presenter on consumer attitudes and trends regarding agriculture and food and has worked in over 30 countries on behalf of farmers, ranchers and agribusiness during his career. Over his career J.J. has worked with countless food system leaders from the Livestock Marketing Association to Cecil K's Hometown Market and Merck Animal Health to The Center for Food Integrity.

J.J. is a board member of both the Agribusiness Council of Kansas City and Cultivating Change Foundation, an elder at Country Club Christian Church and a Governor for the American Royal Association. J.J. and his husband, Kevin, enjoy all things food and wine!

