

# Wisconsin Farm Bureau Foundation Inc

Executive Director / CEO

EIN 391629833

WI · NTEE K28I

FY ending 2024-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Bradley Uken, Executive Director / CEO** (\$27,457) against **every comparable organization** that fit the selection criteria — **413** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **23<sup>rd</sup>** percentile of comparable organizations below the typical range for comparable organizations

**Benchmarked executive:** Bradley Uken — reported title "Officer", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (K28I).
BUDGET	Total revenue between \$268,493 and \$601,104 — 0.67x to 1.50x the subject's \$400,736 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (K), nationwide + budget 0.67–1.5x revenue.

**413** organizations qualified on sector, size, and geography → **413** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$11,965	\$29,209	\$49,341	\$70,236	\$92,795	\$27,457
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## ■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to WI cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Hunters Sharing The Harvest Inc</a>	PA	\$400,706	Executive Di	\$88,949	<b>\$84,935</b>	2024
<a href="#">Urban Community Agri-nomics Ucan</a>	NC	\$401,221	Executive Di	\$30,200	<b>\$29,879</b>	2024
<a href="#">Harvest House Outreach Inc</a>	OK	\$401,962	Executive Director	\$41,213	<b>\$43,453</b>	2024
<a href="#">San Joaquin Valley Quality</a>	CA	\$399,154	Executive V.p.	\$15,600	<b>\$13,280</b>	2023
<a href="#">Smart Bellies</a>	CO	\$402,377	Co-founder &	\$35,192	<b>\$33,265</b>	2023
<a href="#">Slow Food Co-denver</a>	CO	\$402,916	Executive Director	\$70,781	<b>\$66,907</b>	2023
<a href="#">Altaseads Conservancy DbA</a>	CA	\$398,003	President	\$41,667	<b>\$34,451</b>	2024
<a href="#">Storehouse Food Pantry</a>	TN	\$403,881	Treasurer	\$5,900	<b>\$6,113</b>	2023
<a href="#">Cea Alliance</a>	VA	\$403,935	Executive Director	\$480,000	<b>\$443,774</b>	2024
<a href="#">Woodland Volunteer Bureau Food Closet</a>	CA	\$397,507	Director	\$55,800	<b>\$44,948</b>	2025
<a href="#">Helping Hands Caring Hearts Inc</a>	AR	\$396,581	Executive Di	\$29,280	<b>\$31,514</b>	2024
<a href="#">Associated Water Users Of The Uinta And</a>	UT	\$394,923	River Commissioner	\$73,000	<b>\$71,540</b>	2024
<a href="#">Community Green Farms</a>	KS	\$406,662	Executive Director	\$99,875	<b>\$103,315</b>	2024
<a href="#">Rio Grande Agricultural Land Trust</a>	NM	\$407,903	Executive Director	\$116,090	<b>\$119,557</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">West Michigan Food Processing</a>	MI	\$408,520	Executive Di	\$119,739	<b>\$121,836</b>	2023
<a href="#">National Organic Coalition Inc</a>	MA	\$408,748	Executive Di	\$86,436	<b>\$76,570</b>	2023
<a href="#">Valley Meals And More</a>	CO	\$392,440	Executive Director	\$65,270	<b>\$61,698</b>	2023
<a href="#">Fresh Rx Inc</a>	FL	\$391,890	Secretary	\$4,590	<b>\$4,129</b>	2024
<a href="#">Gatesville Care Center</a>	TX	\$410,582	Co-director	\$20,400	<b>\$19,540</b>	2024
<a href="#">Livingston County Farm Bureau</a>	IL	\$390,754	Manager	\$99,955	<b>\$91,668</b>	2025
<a href="#">Columbia Farmers Market Inc</a>	MO	\$411,034	Executive Director	\$60,760	<b>\$61,620</b>	2024
<a href="#">Lamppost Farm</a>	OH	\$411,075	Executive Dir.	\$59,600	<b>\$62,229</b>	2023
<a href="#">Harvest Seed Project Foundation</a>	TX	\$390,355	Secretary	\$11,548	<b>\$11,061</b>	2024
<a href="#">Wells For Life</a>	KS	\$390,266	Key Employee	\$66,000	<b>\$70,289</b>	2023
<a href="#">Lehi Irrigation Company</a>	UT	\$411,275	President	\$1,500	<b>\$1,470</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI cost of living and 2024 dollars. Click any organization to verify the figure on ProPublica.

## Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to WI cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: [peerbasis.org/methodology](https://peerbasis.org/methodology).

## Sample, role match & sensitivity

PEER COUNT	<b>413</b> organizations. Compensation range \$12–\$443,774; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$400,736); for reference, expenses \$450,905 and assets \$1,831,711.
ROLE MATCH	Bradley Uken, reported title " <i>Officer</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board</b>

**should confirm this is a comparable role.**

RELATED-ORG PAY	22 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	12 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	23 <sup>rd</sup>
Total compensation (D + F), as reported (no adjustments)	23 <sup>rd</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	95 <sup>th</sup>

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

### ● **Rebuttable presumption of reasonableness · 26 CFR 53.4958-6**

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

#### **Draft board minutes – executive compensation**

1. The compensation of the Executive Director / CEO (Bradley Uken) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 413 similarly situated organizations (Same NTEE major group (K), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$27,457 is reasonable (approximately the 23<sup>rd</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability

data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.