



Students enjoying the "fruits of their labor" as they learn about agriculture

About us . . .

New York Farm Bureau is extremely fortunate to have enthusiastic promotion and education volunteers throughout the state. Regardless of committee title, hundreds of people are hard at work educating non-farm New Yorkers about the agricultural industry, plus they plan and facilitate diverse local sessions to expand member knowledge.

The State Promotion & Education (ProEd) Committee consists of an elected representative from each of the 11 regions, an elected chair (who also sits on the State Board of Directors), and up to three appointed at-large members. These individuals help coordinate events in all of the counties that encompass their region. Each year at our annual meeting the county Farm Bureau districts present a brief oral report on their activities that allows the entire state to share ideas, creativity, and resources.

**New York Farm Bureau
Promotion & Education**

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*Following Our Mission:
To Serve and Strengthen Agriculture*

RVD 3/26/18

New York Farm Bureau Promotion & Education



OUR PROGRAMS

● **Scholarships**

Sponsored by the Promotion & Education State Committee for high school seniors, with a late November deadline. District winners receive \$100 + a gift and compete for the \$1,500, \$1,200 and \$1,000 scholarships.



● **Ag Interpreter Journey from Orchard to Table**

This is a 30-minute interactive lesson that utilizes a bushel basket of props that enhance learning about the food system.



The journey to consumer is traced by the students, who will act out the various roles throughout the food system – scientist, grower, processing plant manager, chef, grocery store produce manager, consumer, and more. NYS Learning Standards are addressed in the areas of Science, ELA, Career Development, and Social Studies.

● **Marketbasket Reports**

A survey of the food prices at local grocery stores for the American Farm Bureau Federation's quarterly Marketbasket Survey. Available on our website and anyone can participate.

● **Annual Conference**

A conference hosted by the NYFB State Promotion & Education Committee with changing themes and workshop agendas. A continuing theme of "educating the public" is always included.

● **Pizza Learning Project**

Your Pizza Came From A Farm. This project includes four pizza-related activities and is available on our website. The project shows students how a pizza is created, from the wheat to make the crust to the cheese and the toppings. Fun for everyone!

● **Consumer Education Project**

This is an on-going program of consumer education via a diverse group of education vehicles. The program is in the primary stages of creation. Future strategies include in-store point-of-sale information and web-ready information for vendor use.

● **Ag Literacy Week**

Celebrates agriculture through volunteers reading to local classes. An annual book choice with lesson plans is networked to thousands of students.

● **Feed the Hungry Program**

Facilitators work with 3rd & 4th grade students who plant winter squash seeds, harvest, donate to the Food Bank and cook! Lesson plans enhance ag knowledge plus community and nutrition knowledge. Call for more information.

● **Empire Farm Days**

An annual August event that allows NYFB P&E Committee to showcase successful county programs, scholarship winners, plus a variety of diverse exhibit materials that "travel". Public Policy, Young Farmer & Rancher, and many membership programs and services are also exhibited. Popcorn and NY juice are made available to visitors and members. A great opportunity to network!

● **NY Ag in the Classroom**

For more information on this program visit their website at <https://www.agclassroom.org/ny/about/index.cfm>.

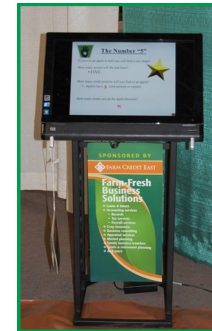


● **Our Food Link—Year Round**

Used to effectively reach consumers of all ages and backgrounds with information about today's agriculture. Visit AFBF's website, <https://www.fb.org/programs/womens-leadership-program/our-food-link/>, for more information.

● **Lending Library**

Visit New York Farm Bureau Foundation for Agricultural Education at <http://nyfbfoundation.org> for materials, programs, and resources that we can lend to you for any event that presents the opportunity to educate people about New York agriculture.



Our Ag Master Kiosk is available for lending to be used at local events to test participant's agricultural knowledge. A variety of programs are installed on each kiosk.

FOR MORE INFORMATION

For more information regarding NYFB's Promotion and Education program or any of the materials listed in this brochure, please call 518-436-8495 or visit our website at NYFB.org.