AgriCultural Festival

Program Area: Public Relations & Information (PR/I)
County Farm Bureau: Greenville County Farm Bureau
State: SC
Membership Category: 1,001-3,000
Year: 2013
Phone: (864) 297-3071
Email: SandyCazel@scfbins.com

Program Description: "AgriCultural Festival: Around the World on a Plate" promotes agriculture's vital role in the economy, environment and lifestyle of people from around the world. Created by Greenville County Farm Bureau in partnership with two community organizations, this annual event honors agriculture from a diverse array of places and perspectives, features eye-catching displays, presentations by farmers from the U.S. and beyond and international dishes prepared by local chefs using locally-grown produce.

Agriculture is what connects people to food, and with food being central to so many traditions, it in turn connects people to people. The county Farm Bureau decided to partner with the International Center of the Upstate, a local nonprofit devoted to fostering cultural diversity and harmony. They also partnered with the Synergy Garden, a local community garden recognized statewide as a model initiative due to its success in growing food, helping the needy and attracting a very diverse group of volunteers.

For the inaugural event held in June 2012, the Women's Committee set up visual displays depicting agricultural landscapes, farming techniques and crops from Central America, South America and Africa. Farmers from those regions gave short, but heartfelt talks about their unique experiences and were asked to start each of their talks with, "When I think of agriculture, what comes to mind is..."

Informational booths were placed around the room providing information about the Farm Bureau and the collaborating partners. An international lunch was prepared by local chefs who used locally-grown produce in their dishes.