County Activities of Excellence
2015 Winners

Project: Promoting Modern Agricultural Practices in "The Burbs"

Program Area: Education and Ag Promotion

County Farm Bureau, State: Platte, MO

Membership Category: 1001-3000 members

Program Description: During this year’s “Thank-A-Farmer” week, our county Farm Bureau members took to both local elementary classrooms and the grocery store to talk about and promote modern farming practices and how these practices help produce a safe and abundant food supply. This included sponsoring a poster contest at two local schools, displaying farm equipment in front of a major supermarket chain's local store, sponsoring a contest where consumers could guess the value of a cart of groceries, and passing out literature promoting modern farming practices while carrying customers’ groceries out to their cars. We distributed a press release and photos that summarized our activities to the local media at the conclusion of the week. Two of the newspapers in our county published the materials we distributed. Based on circulation numbers, this resulted in approximately 50,000 more individuals being made aware of our activities and furthering our positive messages about modern food production.

No Photos Available