County Activities of Excellence
2012 Winners

Project: Season’s Harvest

Program Area: Public Relations & Information

County Farm Bureau, State: Medina Farm Bureau, Ohio

Membership Category: 3,001-5,000 members

Program Description: Today, farmers are being asked to answer a lot of questions about how food is grown and raised on modern farms. The Medina County Farm Bureau understands that no one knows how to care for animals better than a farmer. Finding a way to get community members connected with their local farmers was top of mind when developing this program. The Medina County Farm Bureau brought a diverse group of non-farmers in to learn more about modern farming by hosting a gourmet dinner/fundraiser to benefit the local animal shelter. Menu items included locally-produced food and wine served on a dairy farm that set the stage for this community event. A well-thought out public relations plan created positive community support which brought awareness to the county Farm Bureau and local farm families while building a strong relationship with the local animal shelter.

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