**County Activities of Excellence**  
2012 Winners  

**Project:** Blue Jacket Bonanza  

**Program Area:** Public Relations & Information  

**County Farm Bureau, State:** Santa Barbara County Farm Bureau, California  

**Membership Category:** 1,001-3,000 members  

**Program Description:** The Santa Barbara County Farm Bureau saw a tremendous financial need in their community as local FFA members could not afford to purchase their own official blue jackets. For anyone who has connections to the National FFA Organization, it is understood that having your own jacket provides an unexplainable sense of pride. The Farm Bureau wanted to help bridge this gap and provide an opportunity for every FFA member to have a chance to fit into their own blue jacket. Fundraisers were held and raised over $17,000 for the program. A hidden benefit emerged as growth in collegiate Farm Bureau memberships expanded. Each student, 16 years and older who receives a jacket, is also given a collegiate Farm Bureau membership. If those students participate in Farm Bureau programs throughout the year; the Farm Bureau will continue to renew their membership until graduation. The county is in the process of exploring an expansion of the Blue Jacket Bonanza program.  

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