Farming for Life

Program Area: Public Relations & Information (PR/I)
County Farm Bureau: Susquehanna County Farm Bureau
State: PA
Membership Category: 0-1,000
Year: 2013
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Program Description: Responding to the need for blood, the Women's Leadership and Promotion and Education committees partnered with District Red Cross Blood Services. Their volunteers served freshly prepared, local food at blood drives, in addition to promoting and staffing blood drives during transitions in the Red Cross. By partnering with the Red Cross, the Susquehanna County Farm Bureau's visibility and stature is increased throughout the community.

Members of the Farm Bureau reached out to donors at the canteen where donors rested and replenished liquids and sugars after giving blood; there they bridged the gap between farmers and non-farming public - a goal they share with other counties, the Pennsylvania State Farm Bureau, and the American Farm Bureau Federation. They strived to increase blood donations by serving locally produced, home cooked foods, specifically prepared to enhance blood donation.

For each drive, supplies and foods were purchased and then a light meal is prepared. On the day of the event, after they've checked in and set up the canteen, their banner is displayed, brochures are provided, and membership information is made available. During slow times, the ladies take turns donating blood themselves.

As a result, the county Farm Bureau was able to assist in an important life-saving medical activity while increasing recognition and inviting discussion about their own organization. Their presence at the canteen established the link between good nutrition, healthy blood, healthy lives and life saving in a very real way for donors.