County Activities of Excellence
2012 Winners

Project: Farm Families; Coming to a Neighborhood Near You

Program Area: Public Relations/Information

County Farm Bureau, State: Randolph County Farm Bureau, Illinois

Membership Category: 3,001-5,000 members

Program Description: The Randolph County Farm Bureau worked to develop a campaign to help put an end to many myths about how farm families work today. In urban communities in Illinois, the need to positively promote and build awareness about agriculture is essential. The county Farm Bureau created three traveling billboards that display images and messages illustrating an accurate story about farming for the public to see. Semi trailers wrapped with a portrait of trust-worthy, hard-working farm families combined with an influential message could be seen by over 600,000 people on a daily basis.

Photos: 2
“I farm for your family and ours”