County Activities of Excellence
2012 Winners

Project: Produced HD DVD about “Local Agriculture”

Program Area: Education and Ag Promotion

County Farm Bureau, State: Santa Cruz County FB, California

Membership Category: < 1,000 members

Program Description: “Lights…camera…farmers!” Farmers as movie stars? That’s exactly the idea that the Santa Cruz County Farm Bureau had when they put their farmers in the spotlight. An informational DVD was produced to bring awareness to community leaders and the public about agriculture in the area. The movie was shown to the public in its own “World Premiere”. Attendees were greeted by costumed vegetables. The stars were seven local farmers who were available to sign copies of the DVDs on site. This video has captured the importance of agriculture in the community, and has received as lot of positive critical acclaim.

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