Ag Facts

Program Area: Education and Ag Promotion (EAP)
County Farm Bureau: Baltimore County Farm Bureau
State: MD
Membership Category: 5,001+
Year: 2013
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Program Description:
The county board saw a need and opportunity to educate both the voting and non-voting membership as well as general population on local agriculture. A very large portion (95.5 percent) of their membership are non-voting and they needed to provide these members with agriculture information in a format that is easy to read, visually appealing, easy to understand and interesting.

The Education Committee worked in a collaborative manner with the county Extension office to update informational materials. The committee coordinated the development of the final informational pieces, the printing bid process, the actual printing of the documents, assembly of the materials and the distribution to the mailing house.

The main focus for distribution of the information was to have the materials mailed to the county membership; this mailing involved 5,743 families. The mailing contained an "Ag Fact Sheet," a county farm tour map and a letter from the county president. The documents were professionally printed in full color on glossy paper. The Ag Fact Sheet was a two-sided document. One side was laid out in quadrants, containing a colorful picture of a prominent county commodity and information on the commodity. The reverse side contained a colorful harvest calendar to help people understand when various fruits and vegetables were available in the region. The county QR code was also included on the calendar. The second page of the mailing was a local farm tour map that included a color coded legend on what the farm produces, hours of operation on farm sales and contact data.