County Activities of Excellence
2012 Winners

Project: The Intermountain Ranch Rodeo

Program Area: Member Services

County Farm Bureau, State: Shasta County Farm Bureau, California

Membership Category: < 1,000 members

Program Description: Shasta County was in need of generating new income for their county Farm Bureau. The idea was to hold an innovative and bold fundraiser to help generate funds that would provide for their county Farm Bureau to continue serving its members. The Ranch Rodeo events were conducted professionally, and were a huge hit with contestants, judges and the public. Many communicated their excitement to come back next year. Those in attendance had a great time, and the Farm Bureau succeeded in providing the community a family friendly event for everyone to attend. The rodeo netted nearly $14,000.00 for the county Farm Bureau. The Ranch Rodeo also provided a great new opportunity for more county Farm Bureau members to volunteer in a new and fun way.

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