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**Members of** **Name of Organization Educate about Beef Industry**

**LOCAL TOWN, July 15, 2015** — Members of the Name of Organization at Name of Organization in City/State recently spoke to local students of teachers name’s grade number grade class about the beef industry. Through the partnership with the American Farm Bureau Foundation for Agriculture (AFBFA) and the Beef Checkoff Program, students discovered how beef impacts their world. This lesson is one of several free resources available for volunteers. The lesson was paired with the new educational beef games on “MyAmericanFarm.org,” a free online interactive gaming platform geared toward pre-K through fifth-grade students.

The American Farm Bureau Foundation for Agriculture and the beef community strongly believe in the balance between meeting the global consumer demand for healthy beef and maintaining social, environmental and economic responsibilities. With less than two percent of the population working in agriculture and an even smaller percentage raising cattle, it is important to provide people with the resources to help them make informed decisions.

The Beef Checkoff Program funded development of these school visit resources. The Beef Checkoff Program (www.MyBeefCheckoff.com) was established as part of the 1985 Farm Bill. The checkoff assesses $1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. In states with qualified beef councils, states retain up to 50 cents of the dollar and forward the other 50 cents per head to the Cattlemen’s Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

The My American Farm educational resource is a special project of the Foundation. The site and resources are made possible through the generous support of title sponsor, DuPont Pioneer. To take advantage of the free My American Farm resources, games and activities, visit [www.myamericanfarm.org](http://www.myamericanfarm.org).

For more information on beef education resources offered through the American Farm Bureau Foundation for Agriculture, visit [www.agfoundation.org](http://www.agfoundation.org) or email educationdirector@fb.org.