



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE

ANNUAL REPORT 2018

A close-up photograph of a person's hand holding a young corn seedling. The seedling has several long, green leaves that are slightly yellowed at the tips, suggesting they are young. The hand is positioned in the lower left, with fingers gently gripping the base of the plant. The background is a soft, out-of-focus sunset or sunrise scene with warm orange and yellow light. The ground is dark, rich soil.

OUR MISSION: BUILDING AWARENESS,
UNDERSTANDING AND A POSITIVE
PUBLIC PERCEPTION OF AGRICULTURE
THROUGH EDUCATION.

20
18

MESSAGE FROM THE CHAIRMAN

a fruitful year



At 51 years young, the American Farm Bureau Foundation for Agriculture's mission is centered on agricultural literacy.

The original mission of the Foundation focused on research about agricultural mechanization and technology. In 2006, in response to industry advances and assessment of continuing needs, the mission evolved to include a strong educational focus.

We believe that everyone should have an understanding of where their food comes from. To reach that goal, we offer an array of standards-based programs for educators, volunteers and families.

Some of the Foundation's premier resources and programs that you'll be hearing about in 2019 are below.

Feeding Minds Press – a new children's book publishing venture. "Right This Very Minute: A Table-to-Farm Book About Food and Farming" is hot off the press.

Food and Farm Facts – a 32-page color book, map, "junior" edition, activity cards and related products feature facts about food in America, how it is grown and who produces it. Look for a new version later this year.

The Purple Plow Maker Space Challenge – uses science, technology, engineering and math resources to encourage students to research scenarios related to food, hunger and sustainability.

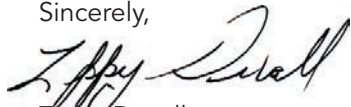
My American Farm – educates pre-K to fifth-grade learners about agriculture in an entertaining way through 24 interactive computer games, e-comics, videos, free lesson plans and activities.

Accurate Ag Resources – a curated list of publications, educator's guides and Ag Mags searchable by reading level, topic and type.

Our goal in providing resources like these is to help young people grow into informed consumers who understand the importance of agriculture and how and why farmers and ranchers do what they do to produce food, fiber and renewable fuel. Donations of every size, large and small, help us create these materials and get them into the hands of educators and students.

Thank you for helping us further our mission of agricultural literacy.

Sincerely,


Zippy Duvall
CHAIRMAN



2018 USA Science & Engineering Festival

YOU helped us reach 12,000 students from urban school districts at the 2018 USA Science & Engineering Festival in Washington, D.C.



OVER
310
FREE
RESOURCES
NOW OFFERED!



19,056
DOWNLOADS

Free Resources were
downloaded 19,056
times from the
Foundation's website!

OVER
6,000
STUDENTS
IMPACTED!

John Deere Teacher Resource Kits

Thanks to a generous donation from John Deere, 500 teachers received a copy of "John Deere, That's Who!", the accompanying educator's guide and a classroom set of 30 Ag Innovations Ag Mags.



NATIONAL READ A BOOK DAY

National Read a Book Day was on September 6, and we encouraged people from all across the country to read accurate ag books!



PLACES WE VISITED

- AFBF Annual Convention
- AFBF YF&R Conference
- FFA Convention
- Fort Worth Beef on the Farm STEM event
- Philadelphia Beef on the Farm STEM event
- Portland, Ore. Beef on the Farm STEM event
- National AfterSchool Association Conference
- National Ag in the Classroom Conference
- National Association of Extension 4-H Agents Conference
- National Association of Agricultural Educators Conference
- National Cattlemen's Beef Association Conference
- National Science Teachers Association Conference
- U.S. Science & Engineering Festival



Facebook Likes: **9,977**



Twitter Followers: **4,832**



Website Visits: **248,567**



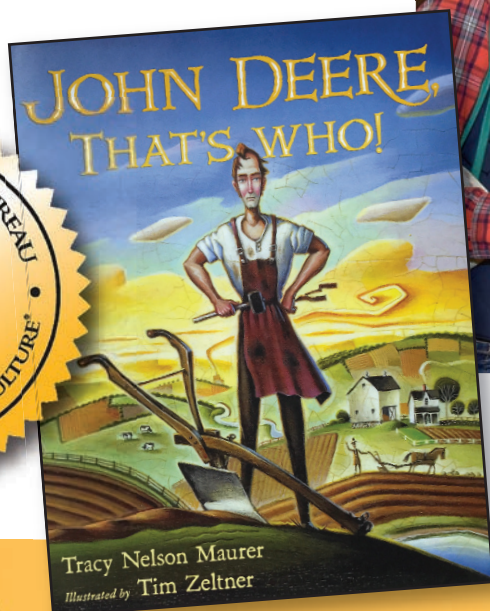
NEW RESOURCES IN 2018

- "Food and Farm Facts Junior"
- "My Little Ag Me" printable books
- "Extreme Heat: Heat Waves, Drought and Agriculture"; partnering with NASA's Jet Propulsion Laboratory

6,962

BOOK OF
THE YEAR
PLACEMENTS

In 2018, the 11th Book of the Year award went to "John Deere, That's Who!" by Tracy Nelson Maurer



TOP 3 GAMES OF 2018



15,158 "THRIVE"
PLAYS

"Thrive" was the most popular game in 2018



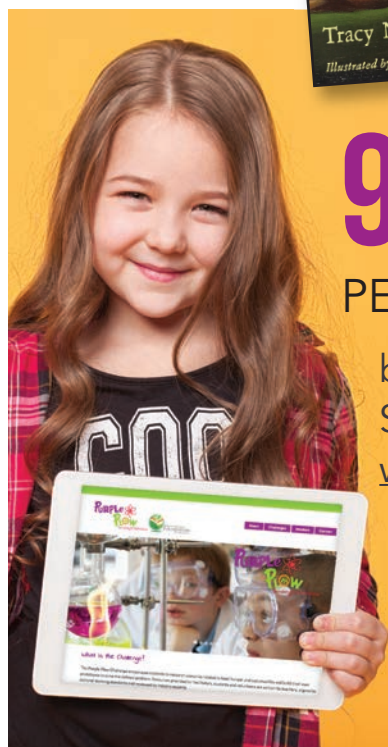
10,744 "GROCERY
GRAB" PLAYS

"Grocery Grab" was the second most popular game in 2018



9,043 "MY LITTLE
AG ME" PLAYS

"My Little Ag Me" was the third most popular game in 2018



919,000

PEOPLE REACHED

by the Purple Plow
STEM Challenge
www.purpleplow.org



A child is seen from the back, holding a tablet. The tablet screen shows a game interface with a farm theme, including a barn, a chicken, and numbers. In the background, a large sign features a rooster perched on top. The sign has the text 'My American Farm' and the website 'www.myamericanfarm.org'. Above the rooster, the text 'as they educate as they entertain.' is visible. The overall scene is set against a blue sky with clouds.

140,945

My American Farm
game plays in 2018

My American Farm continues
to be the flagship program of
the Foundation as we reach
students, families and teachers
to educate about agriculture in
a fun way.

www.myamericanfarm.org

1.9 MILLION

ESTIMATED TOTAL REACH FOR
2018 MY AMERICAN FARM



3 BEEF ON THE FARM EDUCATOR EVENTS

FORT WORTH, TEXAS

STEM Educator Event

PHILADELPHIA, PENNSYLVANIA

Health/Nutrition Educator Event

PORTLAND, OREGON

STEM Educator Event



Funded by the Beef Checkoff.

REACHING
104
EDUCATORS!

“

“STEM EDUCATION IS A NATURAL FIT WITH AGRICULTURE. THIS CONFERENCE WILL GIVE YOU TOOLS, EXPERIENCES AND CONTACTS THAT YOU WILL BE ABLE TO BRING FROM THE AGRICULTURE INDUSTRY TO YOUR INDIVIDUAL CLASSROOMS.”

DR. STEPHEN EDWARDS,
2018 PARTICIPANT

“

“I AM SO GRATEFUL FOR THE WHITE-REINHARDT SCHOLARSHIP AND THE OPPORTUNITY TO ATTEND THE NAITC CONFERENCE IN PORTLAND, MAINE. I LEARNED SO MUCH. IT LEFT ME KNOWING THAT IT’S CRITICALLY IMPORTANT TO EDUCATE THE NEXT GENERATION ON THE IMPORTANCE OF AGRICULTURE, AS WELL AS AQUACULTURE.”

KAREN PARRINO,
SCHOLARSHIP WINNER



10 White-Reinhardt scholarships

These educators received a \$1,500 scholarship to attend the National Agriculture in the Classroom Conference. The 2018 conference was held in Portland, Maine.



\$850 for 85 Challenge

Leading up to the 85th anniversary of the Farm Bureau Women’s Leadership Program, the American Farm Bureau Women’s Leadership Committee (AFB-WLC) challenged each state Farm Bureau Women’s Leadership Committee to donate \$850 to the White-Reinhardt Fund for Education. Total raised for the White-Reinhardt Fund: \$42,250.50.



17 White-Reinhardt mini-grants across the country

New for 2018, White-Reinhardt grants were increased to \$1,000 from \$500. White-Reinhardt mini-grants fund projects that increase agricultural literacy across the United States.

2018 MEMORIAL DONATIONS

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IN HONOR OF...

Abbey Brown

David S. Beck

20
18

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FOUNDATION STEWARD (Over \$100,000)



FOUNDATION SHEPHERD (\$50,001 to \$100,000)



FOUNDATION HARVESTER (\$25,001 to \$50,000)



Foundation Grower (\$10,001-\$25,000)

AFB Women's Leadership Committee
Farm Bureau Bank
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Foundation Cultivator (\$5,001-\$10,000)

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Program
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seeds of hope

Whenever we begin the process of creating a new resource, we always start with one thing – hope. We hope that these materials will create more understanding of agriculture. We hope they will help volunteers and teachers across the country show the importance agriculture.

As farmers and ranchers, we know the value of telling our story. Here at the Foundation, we help tell that story about where our food, as well as fiber and energy crops, comes from. We do this through accurate agriculture programs and resources like the My American Farm games, Food and Farm Facts Junior edition, On the Farm Beef Events, free Agriculture and the Environment lessons and, last but not least, the Foundation's newly launched publishing company—Feeding Minds Press. With the right resources and opportunities, support from volunteers, teachers and donors, AND maybe just a touch of hope— we can all keep working together to create those invaluable “A-HA” moments that are moving the needle that much closer to an agriculturally literate society.

Thank you for an awesome 2018, and here's to hoping for an amazing 2019! We hope you will join us in building awareness, understanding and a positive public perception of agriculture through education.

Christy Lilja
EXECUTIVE DIRECTOR



A photograph of a man and a young child walking away from the camera in a field at sunset. The man is on the left, wearing a plaid shirt and dark pants. The child is on the right, wearing a red shirt, grey pants, and a hat with stars. The child is holding a colorful ball. The sun is low on the horizon, creating a warm, golden glow. The sky is filled with clouds, and the ground is covered in dry grass and dirt.

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