

AMERICAN FARM BUREAU FOUNDATION TOR AGRICULTURE

American Farm Bureau Foundation for Agriculture 600 Maryland Ave SW, Ste. 1000W Washington DC 20024

WWW.AGFOUNDATION.ORG 800.443.8546

## 2019 Annual Report





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

## A New Decade of education

#### MESSAGE FROM THE CHAIRMAN

At the American Farm Bureau Foundation for Agriculture, we believe that everyone should understand where their food comes from, and we are pleased to offer an array of standardsbased programs for educators, volunteers and families to achieve that goal.

At its start 52 years ago, the Foundation's original mission focused on research about agricultural mechanization and technology. But just as the agriculture industry changes to meet the needs of a growing world, the Foundation also evolved to include a strong educational focus.



We're proud of the work we have accomplished together and are excited for the future as we enter a new decade! Some of the Foundation's premier resources and programs from 2019 include:

- **Feeding Minds Press** released its first book "Right This Very Minute" in 2019. More than 15,000 copies are now being enjoyed by young readers and classrooms across the country. It also was selected by an independent team of reviewers as the Foundation's 2019 Book of the Year! The next book, "Chuck's Ice Cream Wish (Tales of the Dairy Godmother)," will release in March 2020.
- New curriculum and teacher programs provide educators with resources and training to bring agriculture into their classrooms. In 2019, the Foundation hosted two On the Farm STEM events and a fall training institute and developed three new science curriculums using realworld food production topics.
- 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 26 interactive computer games, e-comics, videos, free lesson plans and activities. My American Farm Games were played 225,433 times in 2019!
- Ag Lit Catalog a curated list of publications, educator's guides and Ag Mags searchable by reading level, topic and type.

Our goal in providing these and other resources 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,

1 July

Zippy Duvall CHAIRMAN

## New resources



IN 2019 WE PUBLISHED OUR FIRST BOOK THROUGH THE NEW SPECIAL PROJECT, FEEDING MINDS PRESS.

#### **Right This Very Minute**

Over 15,000 copies are now being enjoyed by young readers and classrooms across the country! It was selected as the 2019 Book of the Year! "We chose to have the author Lisl Detlefsen be part of our conference because her book was so wonderfully written and illustrated and showed the impact that agriculture has in our lives. Many students do not know where their food comes from and "Right This Very Minute" did a great job of highlighting the different commodities grown across our nation."

LAUREN GOBLE, Georgia Farm Bureau Women's Program and AITC Coordinator



#### A Berry Good Project

Thanks to a sponsorship from Nichino America, we were pleased to offer a brand new FREE downloadable book in the My Little Ag Me series from Feeding Minds Press.

WHICHN EARM BURE

"A Berry Good Project" helps students understand farmers' choices related to pest management. It also introduces students to careers in agriculture including Extension agent and strawberry farmer.





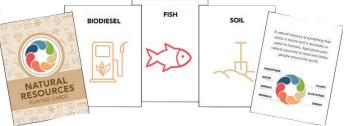
Corn, Wheat, Pork, Food Waste, Snacks and Natural Resources



"Ag Mags give our teachers, students and volunteers excellent information, statistics, activities, and pictures about a wide variety of commodities, crops and subject area. Our teachers love that the educational standards are listed and I love that a career focus is included in each issue. They are affordable, well done, current, and come in a classroom size packet."

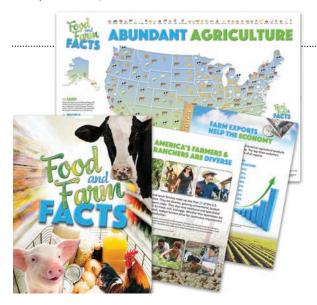


DARLENE ARNESON, Wisconsin Ag in the Classroom



#### **NEW Natural Resources Playing Cards**

A fun way to learn about natural resources and their place in agriculture.



**2019 Food & Farm Facts!** Over 7,500 Food and Farm Facts sold in 2019!

Food and Farm Facts Trivia and Educational Resources also developed this year.



#### **NEW Animal Housing Matching Cards**

Introduce young learners to animal housing on farms and ranches.

AG Ó CATALOG

The NEW **Ag Lit Catalog** is an online "one stop shop" for agricultural literacy resources! All of our resources in one searchable catalog! Now it is easy to search by topic, grade level, time to complete, and more. *In partnership with Corteva*.



"I am directing elementary teachers to this website as a wonderful source to find ag books. Keep adding to it! Love it!"

SHANNON BROWN, MAEF online



## **Beef stories**

#### Fall Institute

n Library Conference brarians :hed Trained 17 teachers on the specific methodology to teach the newly developed science curriculum. Thirteen teachers then piloted the beef curricula with a class of students.

### **17** TEACHERS TRAINED



"I have been a teacher for 20 years and consider myself a life-long learner. With my experience in teaching though, I am very picky about what and how I teach my students. In October, I was given the opportunity to travel to Milwaukee, Wisconsin, to be a part of a Storyline Ecosystem unit training; the main character of the unit being the prairie chicken. This training has been invaluable. It has challenged my teaching and allowed me growth in areas that I did not know I needed to grow. It has allowed me to understand and use questioning strategies that encourage my students to be in charge of their own learning. The unit has engaged my students and allowed a classroom of curious and collaborative workers. I am truly amazed at the outstanding work that my students are doing daily, mostly because I am getting out of their way. Thank you for this amazing training."

SHELI WAGERS, Middle School Science Teacher, Salem-Keizer Public Schools, Oregon

## 3 NEW SCIENCE CURRICULUMS

We developed 3 NEW science curriculums using real-world food production topics.







Funded by Beef Checkoff, we held 2 free educator events. These events allowed STEM educators to discover key educational concepts brought to life by American beef cattle ranchers, researchers, nutritionists and veterinarians.

#### www.onthefarmstem.com

### BEEF ON THE FARM EDUCATOR EVENTS



**FREE RESOURCES!** 

Free Resources were downloaded 24,357

Foundation's website!

times from the

Ruples Ro

24.35

DOWNLOADS



Ag and the Environment was most popular downloaded resource with 1,171 downloads!

# **1,000+** DOWNLOADS

1,000+ downloads of free books from Feeding Minds Press

Prior to this school year, if you were to ask my students how they felt about my class, you might hear the word "boring" mentioned. Since integrating Purple Plow Puzzlers and Challenges into the curriculum, the words change to "fun," "decent," and "interesting."

MARIAN HANDLIN, Alfred G. Waters Middle School, Delaware

## **PURPLE PLOW**



www.purpleplow.org

Purple Plow is a special project of the American Farm Bureau Foundation for Agriculture, made possible through the generous support of the title sponsor, Corteva Agriscience.

Purple Plow Challenges ask students to research real-world agricultural related issues, come up with a solution, create it, and report on it.

Purple Plow Challenges are free, maker-space STEM challenges that ask students in grades 5-12 to help solve an issue agriculture is facing today.

## MY AMERICAN FARM

### SINCE ITS LAUNCH, 879,921 MY AMERICAN FARM GAMES HAVE BEEN PLAYED

My American Farm houses 26 interactive educational games about agriculture, lessons and activities for educators, fair display ideas, and more!

## "

"My students ask to play the farm games as often as possible, and I also use the activities and videos with both my 16 fourth graders and 30 fifth graders as I teach the social studies in our departmentalized unit. The kids love the games. Sometimes the kids struggle, but they love it so much that they just ask a neighbor."

BECKY PETERSON, Teacher

#### www.myamericanfarm.org



The new My American Farm STEM app features: Seed Search, Thrive, Keys to Stewardship and Operation Peanut Butter.

#### **IN 2019 WE LAUNCHED**



Sponsored by US Poultry & Egg Association, this game introduces students to poultry and math concepts.

# 225,483

TIMES MY AMERICAN FARM GAMES WERE PLAYED IN 2019

## WHITE-REINHARDT HIGHLIGHTS



"Thank you, Farm Bureau, for the scholarship to attend the National Ag in the Classroom Convention in Little Rock, Arkansas. As you know, many teachers are not able to attend these valuable events due to the cost of the conference and travel. With your help, I was able to gain valuable knowledge, make new connections with teachers and industry members, and create memories for a lifetime!"

AMY MASTIN, 2019 Scholarship recipient



### SCHOLARSHIPS TO NATIONAL AG IN THE CLASSROOM CONFERENCE

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. The total raised was \$42,250.50! Thanks to these generous donations we were able to provide 15 scholarships to the National Ag in the Classroom Conference in 2019!

White-Reinhardt scholarships go to teachers and volunteers who actively participate in ag literacy programs. Scholarships cover registration and travel to the National Ag in the Classroom Conference.

## 24 WHITE-REINHARDT GRANT RECIPIENTS

County and state Farm Bureaus may apply for \$1,000 grants for education programs for grades K-12 in order to initiate new ag literacy programs or expand existing programs.

Here is just one of the grants we supported in 2019:

Baltimore County Farm Bureau, Maryland's "Ag Literacy in the Middle Grades" project for schools in urban and suburban areas. This project trained teachers on agriculture topics in partnership with University of Maryland Extension. Students then participated in a garden project, ending with a certification and a family open house.





#### FOUNDATION STEWARD

(over \$100,000)





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







FOUNDATION HARVESTER

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





Your Pet, Our Passion.

Indicates Foundation Seed Sower. Seed Sowers are donors that give on a monthly basis. To become a Seed Sower visit agfoundation.org/about/donate.

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

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#### ASPIRATIONS FOR THE FUTURE

AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE

Each year, as farmers look out onto their fields and are filled with aspirations for the future, they make a plan. While much thought and calculation go into this plan, we know that many factors lie outside of our control and things are always changing. There is one thing that is a constant, and that is our *community*.





The American Farm Bureau Foundation for Agriculture is the convener of the agricultural literacy community, the collector of stories, and the vehicle for understanding.

In 2019 we worked to create a more agriculturally literate America by developing easy to use resources for volunteers and educators, creating a high school and middle school science curriculum based on real world food production scenarios, updating our consumer-focused Food and Farm Facts resource, and providing support so that teachers could attend the National Ag in the Classroom Conference.

We know that these efforts have made a real impact, and they would not have been possible without you – our community.

Today we're filled with aspirations for the future. As we look out on 2020, we know that our community of volunteers and donors will be with us as we work together to create valuable resources and incredible opportunities for educators.

I hope you'll join us in making 2020 another amazing year for our agricultural literacy community by supporting the Ag Foundation.

Thank you for being an important part of our community.

Samuel Mulay

Daniel Meloy EXECUTIVE DIRECTOR

## ANK YOU FOR YOUR SUPPORT!