

20
23

**ANNUAL
REPORT**



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE®



OUR MISSION

Building awareness,
understanding and a
positive public perception
of agriculture
through education.

MESSAGE FROM THE CHAIRMAN

What a remarkable journey this past year has been for the Foundation!

The Foundation team has been working on all cylinders to continue producing trusted resources and finding new opportunities to reach learners and bring the farm home to students, parents and educators.

Agriculture stands at the forefront of innovation when it comes to technology and our American Farm Bureau Foundation for Agriculture continues that stride for agricultural literacy and teaching the next generation about where their food comes from.

We are committed to enriching our online educational resources to reach as many learners as possible. One example of this was the expansion of the Foundation's "In the..." series to now include immersive modules in soil science, aquaculture and Christmas tree farms. We also continued our utilization of 360-degree camera technology, to show kids how engineering and technology are used in today's farming equipment.

Another notable initiative was our Foundation's work with Google to select four exceptional teachers to develop online lessons aimed at teaching kids about agriculture while also enhancing their digital skills. Through these online lessons alone, we've already reached over 200,000 students.

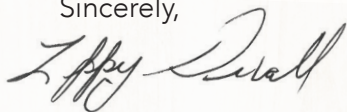
We have built on our popular print-friendly Ag Mags with the Ag Mag Mini for younger students. Fresh off of Feeding Minds Press, we welcomed two new books to our library: "Farm Boots" and "Potatoes for Pirate Pearl." The Foundation's publishing arm has truly elevated accurate ag books and it only continues to reach new heights. Notably, our award-winning book "I LOVE Strawberries" has now reached the hands of 30,000 kids and recently began its 5th publishing cycle, a true testament to seeing just how far we can reach.

A key pillar of the Foundation's work is our support for teachers nationwide, and this past year we were able to award over \$32,000 in grants and scholarships, along with reaching hundreds of educators through our professional development programs like On The Farm STEM®. We focus on equipping educators with the tools and resources to empower our next generation.

I couldn't be prouder of the work our Foundation does in building awareness and understanding of agriculture, and I know we couldn't do it without countless volunteers and supporters.

Thank you for partnering with us as we work together to advance agricultural literacy.

Sincerely,



Zippy Duvall
Chairman



NEW RESOURCES

1 NEW Ag Mag Mini – Pizza

Introducing K-2 readers to where their food comes from using one of their favorite foods.



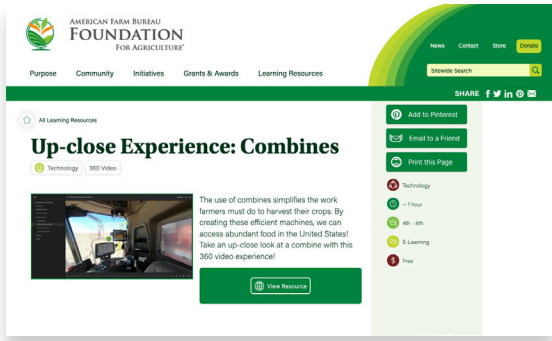
2 NEW Educator Guides

Potatoes for Pirate Pearl • Farm Boots

3 NEW online learning modules about Christmas Tree Farms, Farm Fields and Boats!

Students can now take a deep dive into aquaculture, soil and Christmas tree farms through our new learning modules.





1

“Up Close Experience” video! Get a 360-degree view of a combine.

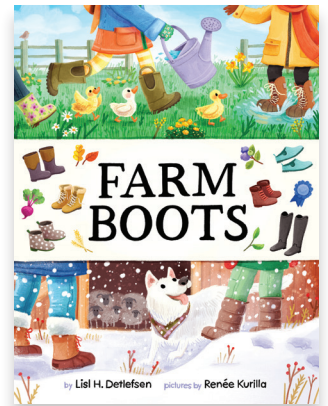
Young learners now have a seat in a virtual combine though our 360 Combine course.

2 NEW Books

Feeding Minds Press had two new books in 2023: “Potatoes for Pirate Pearl” and “Farm Boots.”

“Potatoes for Pirate Pearl” offers lessons on friendship, the plant life cycle and potatoes.

About one in five Americans live in rural areas, but there aren't a lot of modern/present-day picture books set in rural areas. “Farm Boots” is a way for rural readers to be able to see their own lives reflected back at them in books. It is also a great way to show a window into the world of rural living if you don't get to experience it daily.



2023 Book of the Year

The **2023 Book of the Year** was “I LOVE Strawberries” by Shannon Anderson! The book was accompanied by a new educator’s guide and the Specialty Crops Ag Mag. Through these materials, many students learned about the hard work that goes into growing strawberries.



Along with being awarded the American Farm Bureau Foundation for Agriculture’s Book of the Year, “I LOVE Strawberries” has received multiple other awards since being published in 2022. You can view the full list of awards below:

- American Farm Bureau Foundation for Agriculture’s 2023 Book of the Year
- 2022 Good Housekeeping Best Kids Books
- 2023 Benjamin Franklin GOLD Award for Picture Book
- 2023 Growing Good Kids Book Award from the Jr Master Gardener Program
- BRONZE Foreword Indie’s Best Award
- Hindi’s Best Females in Fiction Award 2023
- Penelope’s Prize Children’s Book Award Judge’s Selection 2023



Thanks to a generous sponsorship from Nationwide Insurance and Nestle-Purina,
715 educators received “I LOVE Strawberries” educator packs!



Grow
with
Google



We partnered with “**Grow with Google**” and selected four incredible teachers from over 220 applicants to be Foundation Fellows. The Fellows worked with experts at Google to create agriculture-themed lessons that also teach digital skills. The lessons were then made available through Google’s Digital Applied Skills platform.

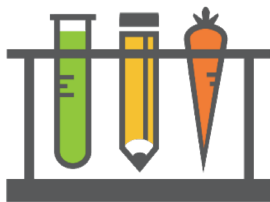
4 INCREDIBLE
TEACHERS



Website Refresh

In 2023 we launched our newly designed website!

Our website includes an easier to search “Learning Resources” catalog and an updated “Recommended Books” catalog.



Food and Agriculture Center for Science Education

In 2022 we launched a first-of-its-kind online platform for K-12 and STEM educators to bring science to life through the lens of agriculture! The platform hosts professional development opportunities, NGSS-aligned educational materials and partnerships.

www.foodagscienced.org

This past year we have developed a robust list of materials on the Food and Agriculture Center for Science Education website. Some of those materials are around the topic areas of frog fungus, California wildfires, human impacts on earth systems, and beef barriers.





On The Farm STEM



BEEF • Colorado

This year's **On the Farm STEM® Beef event** was held in Colorado in June, bringing 29 educators together with experts in science education, agricultural science, and beef production to farmers, ranchers and agriculture operators.



Funded by the Beef Checkoff.



We also held 6 professional development webinars in 2023, reaching nearly 1,300 participants!



DAIRY • Oregon



Building on the successful Beef On the Farm STEM® events, in 2023 we held the second **On the Farm STEM® Dairy event!** 29 educators from Oregon and Washington state traveled to the Willamette Valley to see how STEM relates to dairy food production.

Where We Went

- AFBF Annual Convention | San Juan, PR
- AFBF FUSION Conference | Jacksonville, FL
- American Association of School Librarians Conference | Tampa Bay, FL
- American Chemical Society Conference | Indianapolis, IN
- Great Lakes Expo | Grand Rapids, MI
- Independent Book Publishers Association University | San Diego, CA
- National Ag in the Classroom Conference | Orlando, FL
- National American Farmers' Direct Marketing Association Convention and Expo | Atlanta, GA
- National Cattlemen's Beef Association/CattleCon | New Orleans, LA
- National FFA Convention | Indianapolis, IN
- National Science Teaching Association Conference | Atlanta, GA
- National Science Teaching Association Conference | Kansas City, MO
- On The Farm STEM® – Beef | Denver, CO
- On The Farm STEM® – Dairy | Portland, OR
- On The Farm STEM® – State Affiliation Dairy | Gainesville, FL
- On The Farm STEM® – State Affiliation Dairy | Lansing, MI
- Society of Children's Book Writers and Illustrators | New York, NY
- Texas Library Association Conference | Austin, TX

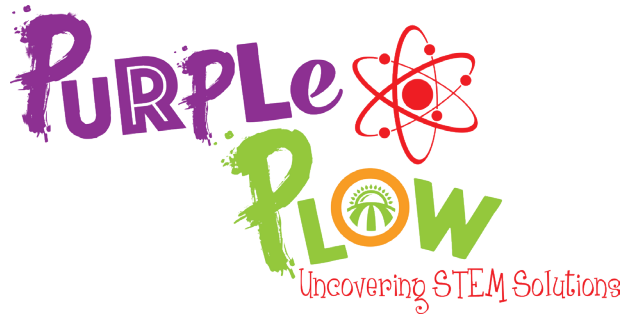




My American Farm

My American Farm has 27 free interactive educational games about agriculture, and hundreds of lessons and activities for educators, fair display ideas, and more!

www.myamericanfarm.org



Purple Plow Challenges are free, maker-space STEM challenges that ask students in grades 5-12 to help solve an issue agriculture faces today. This year's Purple Plow Challenges were open to both in-school and at-home participants, and we received entries from all across the country! This project is made possible by Corteva Agriscience.

www.purpleplow.org





AMERICAN



Farm
Trail

This free app will showcase regional agritourism opportunities as it simultaneously promotes ag literacy. We are actively recruiting agritourism venues to sign up.

www.farmtrailapp.com

20 community grants

White-Reinhardt Fund for Education

- **White-Reinhardt Classroom & Community Grants:** 20 grants were given to state and county Farm Bureaus to fund ag literacy projects in their local schools and communities.
- **White-Reinhardt Scholarships:** 10 scholarships were given to educators to attend the National Agriculture in the Classroom Conference in Orlando, FL.
- **Christina Sue Lilja Resource Grants:** 120 educators received \$100 credits to the FB store to purchase ag literacy resources.



2023 AWARD WINNERS

The Foundation depends on donations from our Farm Bureau family to help us tell the story of agriculture. These awards celebrate state and county Farm Bureau boards, committees and overall membership for going above and beyond in this support of the Foundation.



The Scholar Award

is given to 6 state Farm Bureaus – one from each member group – and is awarded to the state Farm Bureau with the highest total donations in that member group.

Scholar Award winners:

- Group 1: New Hampshire
- Group 2: South Dakota
- Group 3: Pennsylvania
- Group 4: Ohio
- Group 5: Georgia
- Group 6: Illinois

The Apex Award

is given to state Farm Bureaus that give 10% more than they did in the previous year. Individual donations, leader and challenge awards, and online auction purchases all count toward that total.

Apex winners:

- Arizona
- Florida
- Georgia
- Idaho
- Illinois
- Michigan
- Minnesota
- Mississippi
- New Hampshire
- Ohio
- Pennsylvania
- South Dakota
- Tennessee
- Wisconsin
- Wyoming

State Leader Awards are presented to the state Farm Bureaus when each board member of the respective Farm Bureau donates at least \$50 to the Foundation.

State Leader Award qualifiers:

- Arizona Farm Bureau
- Florida Farm Bureau Federation
- Georgia Farm Bureau
- Idaho Farm Bureau Federation
- Illinois Farm Bureau
- Indiana Farm Bureau
- Iowa Farm Bureau
- Kansas Farm Bureau
- Louisiana Farm Bureau Federation
- Michigan Farm Bureau
- Minnesota Farm Bureau Federation
- Mississippi Farm Bureau Federation
- Missouri Farm Bureau
- Montana Farm Bureau Federation
- Nebraska Farm Bureau
- New Hampshire Farm Bureau Federation
- New York Farm Bureau
- North Carolina Farm Bureau
- Ohio Farm Bureau Federation
- Oklahoma Farm Bureau
- Pennsylvania Farm Bureau
- South Dakota Farm Bureau Federation
- Tennessee Farm Bureau Federation
- Texas Farm Bureau
- Wisconsin Farm Bureau Federation
- Wyoming Farm Bureau Federation

County Leader Awards are presented to county Farm Bureaus when each member of that county board of directors donates at least \$25 to the Foundation.

County Leader Award qualifiers:

- Ada County Farm Bureau – ID
- Broward County Farm Bureau – FL
- Dakota County Farm Bureau – MN
- Garfield County Farm Bureau – OK
- Minnehaha County Farm Bureau – SD
- Washington County Farm Bureau – PA

Challenge Awards are presented to Farm Bureau committees (national, state or county) or other groups, such as insurance agents, when 100% of that group donates at least \$25 to the Foundation.

Challenge Award qualifiers:

- American Farm Bureau Federation Promotion & Education Committee
- American Farm Bureau Federation Women's Leadership Committee
- Arkansas Farm Bureau Young Farmers & Ranchers Committee
- Florida Farm Bureau Women's Leadership Committee
- Florida Farm Bureau Young Farmers & Ranchers Committee
- Garfield County Farm Bureau Women's Leadership Committee
- Idaho Farm Bureau Promotion & Education
- Illinois Farm Bureau Young Leader Committee
- Indiana Farm Bureau Women's Leadership Committee
- Louisiana Farm Bureau Women's Leadership Committee
- Louisiana Farm Bureau Young Farmers & Ranchers Committee
- Michigan Farm Bureau Promotion & Education Committee
- Minnesota Farm Bureau Federation Promotion & Education Committee
- Minnesota Farm Bureau Federation Young Farmers & Ranchers Committee
- Oklahoma Farm Bureau State Women's Leadership Committee
- Tennessee Farm Bureau Federation Women's Leadership Committee
- West Virginia Farm Bureau Women's Leadership Committee



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As of 11/30/23



MESSAGE FROM THE EXECUTIVE DIRECTOR



Dear Friends,

I hope you enjoyed revisiting all the wonderful things the supporters and volunteers of the American Farm Bureau Foundation for Agriculture made possible this past year. It was certainly a busy year for us, and we're not slowing down!

We're excited to continue to conduct our educational programs like the Purple Plow challenge, offer immersive professional development for teachers through On The Farm STEM®, and create engaging, age-appropriate learning materials for use in the classroom or at home.

We look forward to connecting with people across the nation this year, whether it is educators at the National Agriculture in the Classroom Conference, farmers with agritourism operations at the NAFDMA Convention, or librarians at the American Library Association Conference. No matter where we go, networking and collaborating with those who understand the importance of agricultural literacy is vital to our work.

We've got so many incredible things planned for 2024. I encourage you to stay connected with us by visiting www.agfoundation.org and signing up for our email newsletter or following us on social media.

We know that ag literacy is a group effort. It involves all of us, and we know we could not create our high-quality resources and programs without the generous support of people like you. Your contributions drive the innovative work we're doing and enable us to help kids throughout the United States develop a better understanding of agriculture.

On behalf of everyone at the American Farm Bureau Foundation for Agriculture, thank you for your continued kind support.

Sincerely,

Daniel Meloy
Executive Director





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