

# Positive Growth

Engagement Opportunities



AMERICAN FARM BUREAU  
FOUNDATION FOR AGRICULTURE®



# Our Mission

## Agricultural Literacy

- Build awareness, understanding and a positive public perception of Agriculture through education
- We believe everyone should have an understanding of where their food comes from



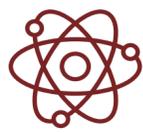
# How we Serve

## Making a Positive Impact

Agricultural literacy can be cultivated in any person, no matter the age or experience



Growing agricultural literacy



Connecting STEM to agriculture



Promoting public understanding



Dispelling misconceptions



Inspiring agricultural careers



# AGRICULTURAL BUSINESS



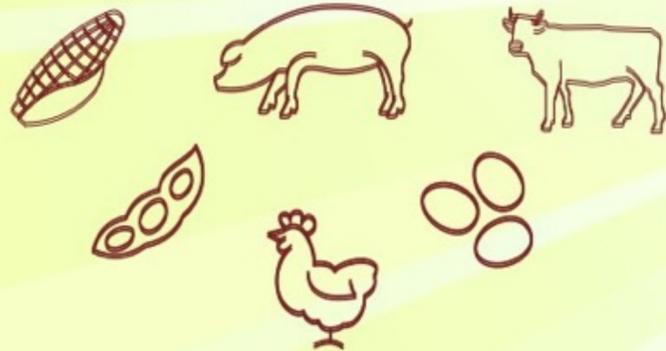
## Ag Companies



## Leaders

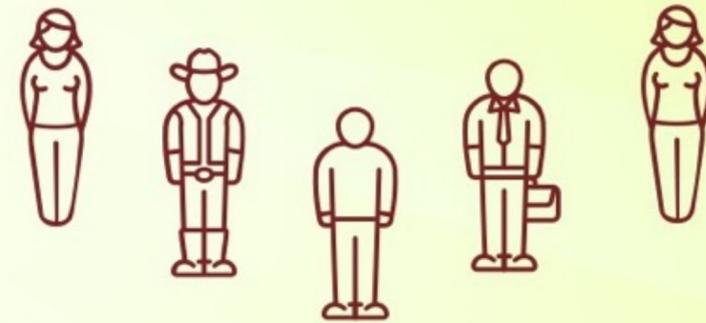


## Ag Sectors



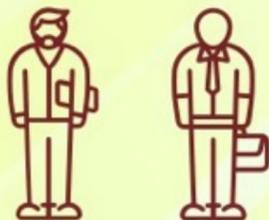
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## Members



## Ag Organizations

Associations

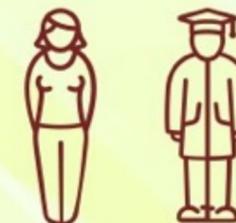


Foundations

## Partners

Growth

Development



Mentoring

Ag Literacy

# Core Strengths

## What AFBFA Brings to the Table

- Access to volunteers
- Innovation
- Accuracy



# Recent Initiatives

## Examples of Sponsored Projects

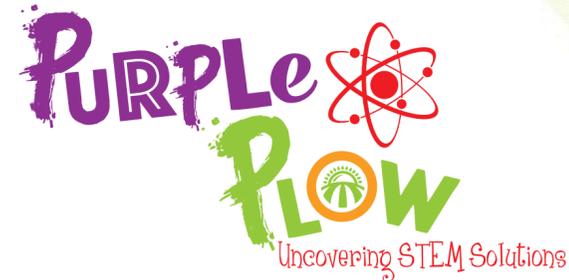


- Free online games for grades K-5
- Total Reach: 250 Million

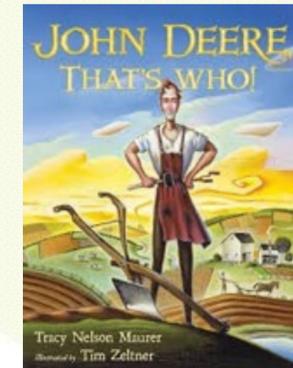


### On The Farm

- An in-the-field beef learning experience
- Potential Reach of Attendees: 3 Million



- A free STEM education platform
- 2018 Reach: 877,925



- Sponsored distribution of 300 educational resource kits
- Teachers Applied: 5,284



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# Benefits

## Why Work With AFBFA?

- Work with a trusted brand
- Help drive acceptance of technology and freedom to operate
- Promote industry and careers
- Network with other leaders in the ag industry
- Leverage available platforms and expertise



# Engagement Opportunities

## Welcome Aboard!

- Mission-based support
- Program-specific support
- Custom resource and program development
- Extended engagement opportunities with Farm Bureau
  - Meetings and events
  - Grassroots engagement efforts
  - Supporting leadership development activities

