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

Ag Sectors

Ag Organizations

Leaders

Members

Partners

American Farm Bureau Foundation for Agriculture®
Core Strengths

What AFBFA Brings to the Table

- Access to volunteers
- Innovation
- Accuracy
Recent Initiatives

Examples of Sponsored Projects

- **My American Farm**
  - 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

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

- **AbfreebSTEMb education platform**
  - Sponsored distribution of 300 educational resource kits
  - Teachers Applied: 5,284

- **Sponsored distribution of educational resource kits**

- **Teachers Applied: 5,284**
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