

# From Farm to Fork

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**Summer 2010**

**Volume 7, Issue 3**

## Farmers Feed US

Beginning August 9, Minnesota residents can register to win "Free Groceries for a Year!" courtesy of Minnesota's farmers, at [www.FarmersFeedUS.org](http://www.FarmersFeedUS.org). Consumers register by "meeting a Minnesota farmer" through a short video that shows how they produce safe, nutritious and affordable food. Consumers can register with each of the nine featured farmers daily through November 6, the end of the 90-day program.



The Farmers Feed US website features beef, chicken, corn, dairy, egg, hog, soybean, and turkey farmers from across the state, each sharing information about their farm and their family. In addition to guiding visitors through their registration for free groceries, each farmer also offers a brief online tour of their farm.

Over the course of the 90-day campaign, consumers throughout the state will also see and hear from these farmers as they are featured in television advertising and on Facebook and Twitter.

## AFBF P&E Conference

The 2010 AFBF Promotion and Education Conference will be held at the Airport Hilton in Bloomington, Minnesota beginning with an evening reception and mixer Tuesday, September 21, and ending on Friday, September 24 at 11 a.m.

This conference is open to Farm Bureau staff and volunteers who are interested in discovering new options for promoting and educating about agriculture. Visit [www.fbmn.org](http://www.fbmn.org) for registration information.

The deadline for conference registration and hotel reservations is August 31. Hotel reservations can be made by calling 952-854-2100. Hotel room rates are \$89 per night plus tax for single/double rooms. Registration for the meeting will be \$150 per person. The group name, AFBF Promotion and Education Conference, must be identified when making the reservation. For more information, contact Karin Schaefer at 651-768-2115 or [kschaefer@fbmn.org](mailto:kschaefer@fbmn.org).

## Volunteer at the MN State Fair!

Volunteer at the Minnesota Farm Bureau building at the 2010 Minnesota State Fair, August 26 - Labor Day. The building theme is Minnesota Farmers CARE (Committed to Agriculture While Respecting the Earth) Animals. Environment. Family. Food. The state fair exhibit will also feature the Ag Cab Lab - Combine.



Volunteers are needed to work in three-hour blocks between 9 a.m. and 9 p.m. Volunteers will receive a free admission ticket and a t-shirt.

Volunteers will be scheduled on a first come, first serve basis. If you're interested, call 651-768-2120 or email [mfbfstatefair@yahoo.com](mailto:mfbfstatefair@yahoo.com).

## County Activities of Excellence

The Farm Bureau County Activities of Excellence (CAE) Program is designed to recognize and share successful county Farm Bureau programs and activities.



Fifteen county Farm Bureaus from across the nation will be selected to present a display of their winning activity during the AFBF Annual Meeting Trade Show, January 9-12, 2011, in Atlanta, Georgia. Counties selected will receive \$2,250 toward expenses incurred to participate in the CAE program.

Rules and the entry form can be found at [www.fb.org](http://www.fb.org), click on programs. Entries must be submitted to the Minnesota Farm Bureau, Special Programs Coordinator, P.O. Box 64370, St. Paul, MN 55164 by September 3, 2010.

**'Like' MFBF on Facebook!**

[www.Facebook.com/MNFarmBureau](http://www.Facebook.com/MNFarmBureau)

**'Follow' MFBF on Twitter!**

[www.Twitter.com/MNFarmBureau](http://www.Twitter.com/MNFarmBureau)

## Farmer Idea Exchange

The American Farm Bureau Federation's Farmer Idea Exchange Contest is designed to surface inventions, equipment modifications, innovative crops, marketing techniques, management systems and farming practices developed by farmers. Its purpose is to encourage Farm Bureau members to share their innovative ideas and help others find new ways to cut costs, improve efficiency, protect/improve the environment and increase their net income.

Up to 15 ideas from around the country will be selected to display their winning idea as part of the AFBF Convention in Atlanta, Georgia, January 9-12, 2011. This is an informal presentation of the innovations and practices that farmers have developed and used. The winners selected will receive a maximum of \$1,750 to cover expenses with receipts.

Rules and the entry form can be found at [www.fb.org](http://www.fb.org), click on programs. Entries must be submitted to the Minnesota Farm Bureau, Special Programs Coordinator, P.O. Box 64370, St. Paul, MN 55164 by September 3, 2010.

## My American Farm

Built for educators, learners and their families, *My American Farm* is an interactive, online game which educates as it entertains. *My American Farm* is an excellent way to introduce your students to one of America's most exciting industries – agriculture.



The online game consists of five activities. Each activity explores a different aspect of agriculture. A student can choose to play a single activity or play their way through the entire set. Each activity is geared toward students in grades 4-6. The goal of *My American Farm* is to provide a presence for agriculture in the growing online edutainment world.

*My American Farm* contains five different games where students can learn about agricultural geography, dairy, apples, corn and soybeans. The *My American Farm* games includes accompanying lesson plans that are designed to teach math, science, social studies, language and other subjects.

Visit [www.myamericanfarm.org](http://www.myamericanfarm.org) to start farming!

## Save the Date



### Minnesota State Fair:

August 26-September 6

### Foundation Awards Deadline:

September 30

### MFB Foundation Photo Contest

Deadline: October 15

**MFBF Annual Meeting:** November 18-20,

Northland Inn, Brooklyn Park

**P&E Conference:** January 28-29, 2011, Duluth

**Food Check-Out Week:** February 20-26, 2011

**Agricultural Safety Awareness Week:** March 6-12, 2011

**National Ag Week:** March 20-26, 2011

## AFB Foundation Resources

The American Farm Bureau Foundation is continuously working on agricultural literacy projects to help tell the story of agriculture. To order any of these items, or to see all of the educational items the Foundation offers, visit [www.agfoundation.org](http://www.agfoundation.org) and click on "Resource Orders."

### Pigs & Pork in the Story of Agriculture

This fun and colorful book introduces elementary students to the five stages of pigs and pork as they make their way from farm to table. Each stage is explained in a separate chapter and each chapter is color coded. This series of books presents easy-to-read text blocks, illustrated with photos and captions. Important facts about pigs and pork are highlighted in tinted boxes to reinforce their importance. The book includes extra pig and pork activities.



### Pigs an A-Z Book

This colorful easy-to-read book is best for PreK or Kindergarten. The book introduces students to pigs and pork while they learn their ABCs. Each letter has a word about pigs beginning with that letter. The book also includes pictures and information to help students understand each agriculturally related word.



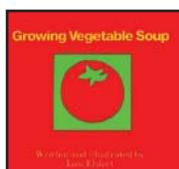
### Pigs & Pork in the Story of Agriculture – Educator's Guide

For 3rd - 6th grade: Activities will help students identify the five sub-concepts of pigs and pork in agriculture: production, processing, distribution, marketing and consumerism. After using this resource students should be able to read for understanding, inquire into the science and technology surrounding pork industry, understand places and regions in the United States and interpret social and mathematical problems.

*The resources above are written by Minnesota authors Susan Anderson and Dr. JoAnn Bugey.*

## Growing Vegetable Soup

This colorful book by Lois Ehlert shows the process of growing a garden, and the different vegetables within it. It includes a recipe at the end to make your own vegetable soup.



**TRY THIS!** The first step the father and child take in *Growing Vegetable Soup* is to plant the seeds. You can do the same thing.

## Seed Viewer

### Materials

- Clear plastic cups
- Potting soil
- Vegetable or flower seeds
- Water

### Directions

1. Fill a plastic cup with potting soil.
2. Press seeds into the soil, making sure to place them against the inside of the cup so you can see them.
3. Keep the soil moist, and place the cup in a warm, sunny place.
4. In a few days you will be able to see the seeds sprout and grow.
5. You can replant your sprouts in a larger container or in your backyard garden.

## Farm Bureau Unveils New Brand

Minnesota Farm Bureau (MFBF) recently unveiled a new brand, Farmers • Families • Food. These were words that resonated with both members and non-members and described Farm Bureau and Farm Bureau's key values. The words selected in the new brand were words that resonate through research and message testing.



MFBF is an organization representing Farmers. MFBF represents farmers, ranchers, loggers, fishermen and those involved in agriculture. The word farmers was selected because it is a word that resonates and is respected by our audiences. Farmers are key to our communities', our state and our nation's success and security.

MFBF represents Families - farm and ranch families, rural and urban families. MFBF offers family memberships. MFBF represents the core values that families hold dear faith, family and a foundation in Minnesota's communities to give back to make the best better. Families are important to Farm Bureau.

MFBF represents Food. Farm Bureau members produce food for their families and yours and for the hungry and the poor locally, nationally and globally. Farm Bureau members take great pride in producing food, fiber, feed and fuel. All of this is done to protect our country and to produce food and other essential products for the world.

The font was selected to indicate that we have core, traditional values, but we are fun, cutting edge and looking to make a stronger future for all of us.