



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE

2020 Annual Report



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

MESSAGE FROM THE CHAIRMAN



While this last year has been full of unexpected challenges, we can also find hidden blessings throughout each season. More families spent time together at home throughout the year, cooking and baking together, and even planting home gardens. What better time to learn more about how food is grown and raised? The American Farm Bureau Foundation for Agriculture has taken on the challenges in these uncertain times and found opportunities to reach learners of all ages and bring the farm home to students, parents and educators.

When classrooms moved online, the Ag Foundation adapted resources and created learning guides by topics for parents and educators to use virtually or at home. We made our Purple Plow Challenge easier to use and offered Ag Mags as complete sets for the first time for individual students and families. With a new At-Home Learning page on the Ag Foundation website, our team has provided weekly activities and resources for grades K through 5th to learn more about agriculture. We also created new resources like “Kids Questions About Agriculture, Answered” videos, featuring all types of farmers from across the country.

I’m proud to say our Ag Foundation has become a go-to resource for teachers and parents alike. Over 1 million students have played My American Farm, and in 2020 alone half a million visitors have come to the My American Farm website, 85% coming back to play again. There is a hunger to learn more about agriculture, and our Ag Foundation has risen to the challenge this year, and every year. We cannot do it alone, however. Our work is fueled by volunteers across the country, and the generosity of donors who partner with us financially.

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,

A handwritten signature in black ink that reads "Zippy Duvall". The signature is written in a cursive, flowing style.

Zippy Duvall
CHAIRMAN

**Finding Hidden Blessings
in Each Season**

NEW RESOURCES

KIDS' QUESTIONS about Agriculture

With the help of our Farm Bureau family, the **Kids' Questions About Agriculture** video series answers real questions about agriculture from kids across the country!



Full of Beans: Henry Ford Grows a Car by Peggy Thomas was our 2020 Book of the Year winner! The book was accompanied by a new educator guide and the Soybeans Ag Mag.

Through a special grant with Ford Motor Company, we were able to give out 285 Teacher Resource Grants: chosen educators received a copy of Full of Beans, the Full of Beans educator guide, and a set of Soybeans Ag Mags.

285

Teacher Resource Grants



Agriculture Fast Match Game: This matching card game teaches young learners about ag careers and things found in agriculture.

4 NEW Ag Mags:

Entomology, Energy, Forestry, Farming Practices

Ag Mag Mix Set: One copy of 23 different Ag Mags—This has been requested for years! Perfect for at home.



The Prized Pumpkin - the newest addition to the printable My Little Ag Me Book Series!



20,263

Resource Downloads in 2020

REMOTE LEARNING RESOURCES

When learning went virtual due to the COVID-19 pandemic, we launched a weekly roundup of free "At Home Learning" resources.



Sustainable Agriculture was our most popular downloaded resource with 942 downloads!



Feeding Minds Press
 released its second book in 2020:
**Tales of the Dairy Godmother,
 Chuck's Ice Cream Wish**
 by Viola Butler!



Places We Visited



(or didn't)

- AFBF Annual Convention
TEXAS
- National Agriculture in the Classroom
Conference
WENT VIRTUAL
- American Library Association
Conference
WENT VIRTUAL
- National FFA Convention
WENT VIRTUAL
- Beef On the Farm STEM Event
WENT VIRTUAL
- Phenomena in Agriculture
Professional Development Events
WENT VIRTUAL

Learn About Beef

One 2020 On the Farm STEM event was scheduled to be held in Nashville, TN. Due to the pandemic, the event was held virtually with 31 participants!

We held 2 virtual professional development events using our phenomenon-based curriculum. We originally intended to host 10 in-person events in metropolitan areas, but online we reached 553 educators across the country!

553 educators reached

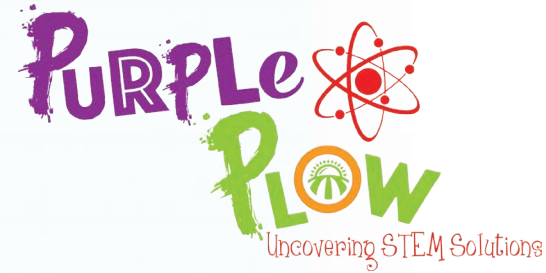


TEACHER TESTIMONIAL

The entire experience was excellent! The wonderful modeling of online instruction and tools that really helped me start to concretely visualize how my online classroom could be a vibrant, interactive, humane community! I am so excited to get going, where before I felt like I was adrift.



Funded by the Beef Checkoff.



Purple Plow

We opened up this year's Purple Plow science challenge to accept entries from kids learning at home. This year there were two new challenges, "Waste Not Want Not" and "Go With the Flow" – they have both received entries from students across the country! This project is made possible by Corteva Agriscience.

www.purpleplow.org



My American Farm

The My American Farm project teaches agricultural literacy to consumers and the public through interactive computer games, activities, lessons and more! Players learn where their food comes from and how those products get from the farm to their dinner plate. Brought to us by title sponsor Corteva Agriscience.

The My American Farm website was revamped in 2020 and we reached a big milestone—1 million gameplays!

www.myamericanfarm.org

1 million
GAMEPLAYS SINCE LAUNCH

White-Reinhardt Fund for Education

As in past years, 10 educators were given scholarships to the 2020 National Agriculture in the Classroom Conference. Due to the pandemic, the conference went virtual. Our 2020 White-Reinhardt scholarship winners will attend the 2021 Conference alongside the 2021 winners!

In 2020 we launched the first round of White-Reinhardt Resource Grants! Fifty educators received \$100 store credits to the Farm Bureau store to buy educational resources. By providing this grant, AFBFA hopes to help students gain access to more accurate information about agriculture. Thanks to a generous donation from the CSL Foundation, established in memory of our late executive director, Christy Lilja, 20 more educators were able to receive grants, making the total number of resource grant recipients for 2020 seventy!

Twenty grants were given to state and county Farm Bureaus to fund ag literacy projects in their community.



70 resource grants

Award

- **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.

The 2020 Scholar Award winners are:

- Delaware
- Maryland
- Pennsylvania
- Oklahoma
- Georgia
- Illinois

*Scholar
Award*

- **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 towards that total.

The 2020 Apex winners are:

- Alabama
- California
- Colorado
- Idaho
- Iowa
- Maine
- Massachusetts
- Minnesota
- New Hampshire
- New Jersey
- North Dakota
- Ohio
- Rhode Island
- South Dakota
- Texas
- Utah
- West Virginia
- Wyoming

*Apex
Award*



The Ag 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 Ag Foundation.

Winners

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

The 2020 State Leader Award qualifiers are:

- Alabama Farmers Federation
- Arizona Farm Bureau Federation
- Arkansas Farm Bureau Federation
- California Farm Bureau Federation
- Colorado Farm Bureau Federation
- Delaware Farm Bureau, Inc.
- Florida Farm Bureau Federation
- Georgia Farm Bureau Federation
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- Pennsylvania Farm Bureau
- South Dakota Farm Bureau Federation
- Tennessee Farm Bureau Federation
- Texas Farm Bureau
- Washington Farm Bureau Federation
- 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.

The 2020 County Leader Award qualifiers are:

- Broward County Farm Bureau, FL
- Charles Mix County Farm Bureau, SD
- Clay/Union County Farm Bureau, SD
- Dakota County Farm Bureau, MN
- Emanuel County Farm Bureau Inc., GA
- Lorain County Farm Bureau, OH
- New Castle County Farm Bureau, DE

- **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.

The 2020 Challenge Award qualifiers are:

- AFBF Promotion and Education Committee
- AFBF Women's Leadership Committee
- Arkansas Women's Leadership Committee
- Arkansas Young Farmers & Ranchers
- Colorado Women's Leadership Committee
- Delaware Women's Leadership Committee
- Florida Women's Leadership Committee
- Florida Young Farmers & Ranchers Leadership Group
- Indiana Women's Leadership Committee
- Kansas Women's Leadership Committee
- Kentucky Farm Bureau State Women's Advisory Committee
- Kentucky Farm Bureau State Young Farmer Advisory Committee
- Louisiana Women's Leadership Committee
- Louisiana Young Farmers & Ranchers Committee
- Michigan Promotion and Education Committee
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- Virginia Women's Leadership Committee
- West Virginia Women's Leadership Committee

2020 Donors

FOUNDATION STEWARD

(\$100,000+)



FOUNDATION SHEPHERD

(\$50,000 to \$99,999)



FOUNDATION HARVESTER

(\$25,000 to \$49,999)



2020 DONATIONS

🌱 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 (\$10,000 - \$24,999)

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Foundation Cultivator (\$5,000 - \$9,999)

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AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE

This past year, as Americans experienced restaurant restrictions, panic grocery shopping, and a homemade sourdough bread craze, it seemed like more attention was focused on our food than I've seen in recent years. More folks started thinking about where their food comes from and who grows it and how it got to their plates.

While the American Farm Bureau Foundation for Agriculture has continued to create agricultural literacy resources, even in the challenges of 2020, we know — you know — that there is still work to be done to help create an awareness and understanding of agriculture.

There's no doubt that 2021 will still be full of challenges but with your support, the Ag Foundation is ready to meet them with innovation, intelligence, and integrity.

We have some exciting resources planned for 2021 including a newly revised Food and Farm Facts, a brand-new picture book from Feeding Minds Press titled "Barn at Night", and new Ag Mags including one on fall foods. We are also meeting the need for more free online content with new videos that explore Food and Farm Facts, help students meet the farmers that grow their food, and more.

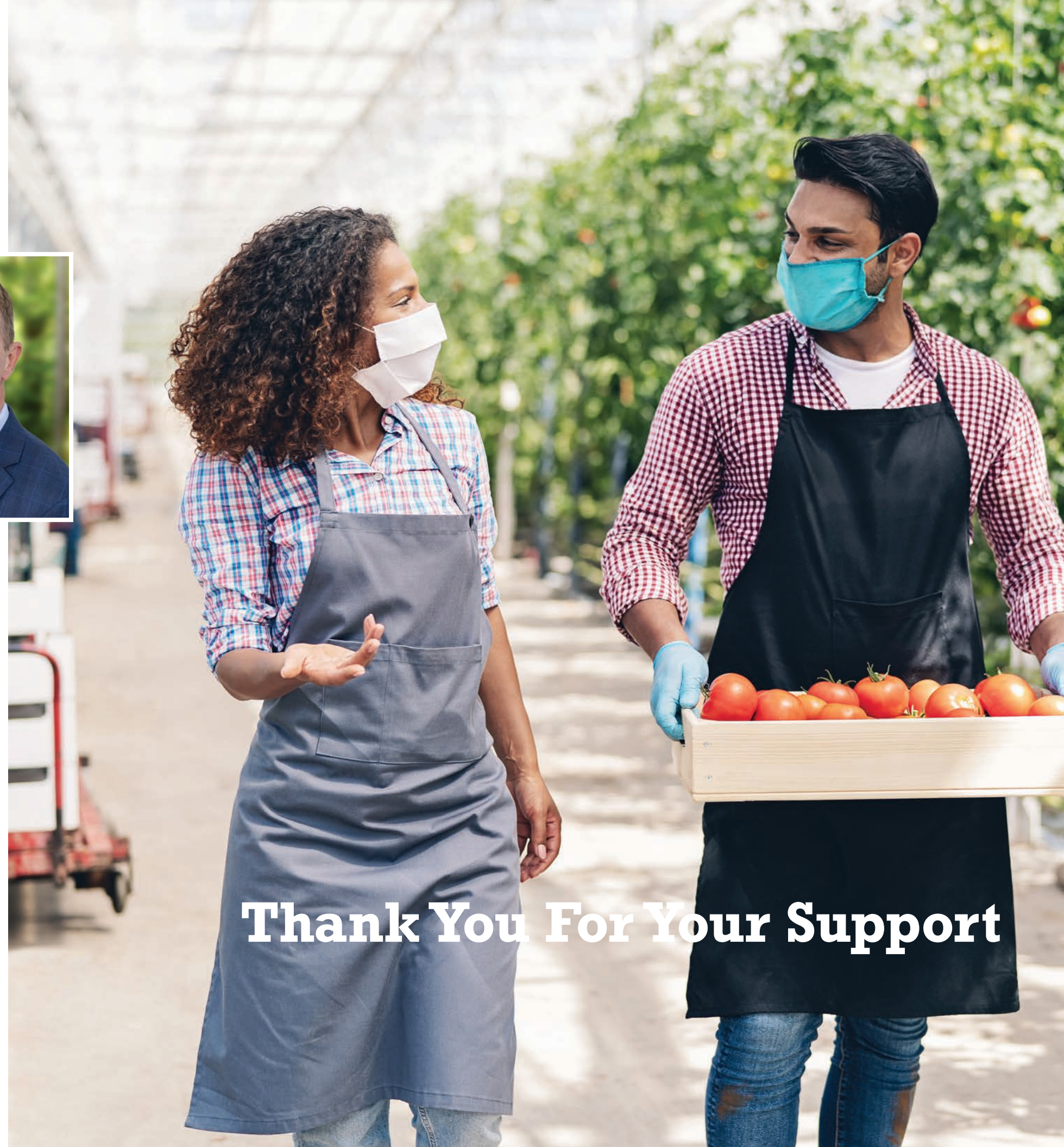
We are excited to share these new tools with you and we hope that you can bring them safely into your community to share the story of agriculture.

You — the volunteer, the donor, the boots on the ground — are the heart and soul of this Foundation and we could not accomplish our goals without you. Thank you for your continued support. We hope that you consider contributing to the Ag Foundation so that we may continue to create a more agriculturally literate society together.



Daniel Meloy

Daniel Meloy
EXECUTIVE DIRECTOR



Thank You For Your Support



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