

2021 Annual Report



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURESM

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

Looking back

MESSAGE FROM THE CHAIRMAN



Just as America's farmers and ranchers grow and adapt with new opportunities, the American Farm Bureau Foundation for Agriculture is expanding our reach by embracing the opportunities of the changing educational landscape. A silver lining over the last couple of years is the growth of hybrid programs that mix virtual and in-person experiences. Learning has expanded beyond classroom walls, and hybrid environments are prime soil for ag education.

The Foundation team has been hard at work producing trusted resources and finding new ways to make these resources come alive. In the fall, we released the ever-popular Food and Farm Facts, a flagship resource for sharing accurate information about agriculture with learners of all ages. That's just one of many publications that came off the Foundation presses this year. From new Ag Mags to educator guides, our team is producing the farm-fresh content educators across the country rely on.

We also expanded our hybrid offerings with digital learning modules and resources. The "In the Parlor with Dairy Farmers" Learning Module accompanies the Dairy Ag Mag with farmer videos and interactive tools to explore dairy farming and learn more about cow breeds. The "Prized Pumpkin Read-Along Learning Module," available in English and Spanish, walks students through the newest Little Ag Me book, demonstrating the pumpkin life cycle, outlining the steps for planting a crop, introducing what an agronomist does, and explaining the role of pollinators. Finally, with the "Farmer Says" audio series, kids get answers from real farmers on their questions about dairy and bees.

Over at the Foundation's publishing arm, Feeding Minds Press, we released "Barn at Night." This beautifully illustrated storybook tells how a farm family cares for their animals as everyone pitches in to get work done. It took me back to my days as a kid on the farm,

helping with chores and milking cows. I have already enjoyed reading it with my grandkids at home and over FaceTime.

The Foundation also continues to provide training opportunities—in person and virtual—to reach educators from all regions. The team hosted two virtual professional development events featuring our beef STEM curriculum. Last summer, we returned to host an in-person On the Farm STEM event in Tennessee, where educators visited farms and met with beef cattle farmers.

Our goal in providing these trainings and resources is to help young people grow into informed consumers who understand what goes into growing a safe, sustainable food, fiber and fuel supply. 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. Donations, large and small, help us create these materials and get them to 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

"Farmer Says" Podcast

A limited-series podcast where real kids ask their questions about farming and get answers from real farmers!



2 NEW Ag Mags



NEW RESOURCES

4 NEW Educator Guides



Check The Barn

A matching card game for kids 4 and up!
The object is to win the most pairs of cards.



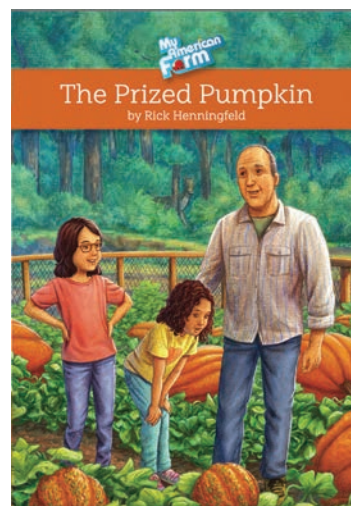
In the Parlor with Dairy Farmers Online Learning Module

Created to accompany the Dairy Ag Mag and take learning further. Watch videos from real farmers, explore dairy cow breeds, and more in this free resource.



The Prized Pumpkin Read-Along Learning Module

Available in English and Spanish, this course allows young learners to read or listen to the book "The Prized Pumpkin" and answer questions to take learning further.



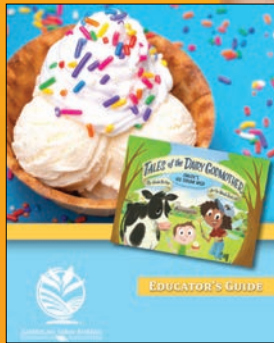
2021 Food and Farm Facts

We updated the Food and Farm Facts book and map in 2021. Food and Farm Facts features facts about food in America, how it is grown and who produces it, using color photographs and infographic-style illustrations.

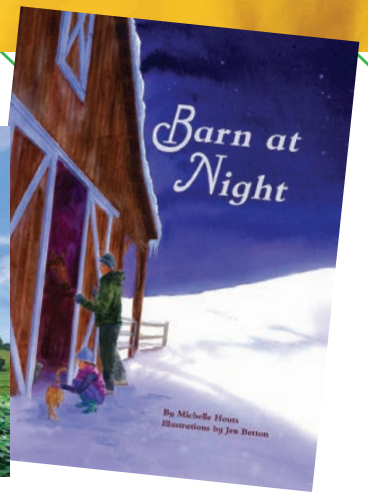
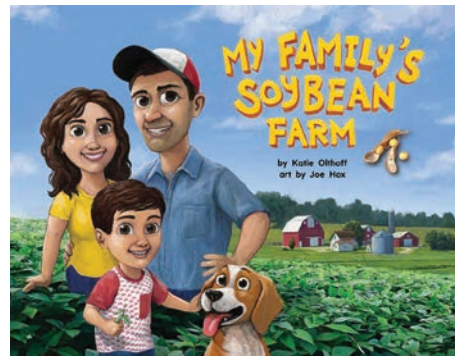




The 2020 **Book of the Year** was “Tales of the Dairy Godmother: Chuck’s Ice Cream Wish” by Viola Butler! The book was accompanied by a new educator guide and the Dairy Ag Mag.



**FEEDING MINDS
PRESS**



Feeding Minds Press released 2 new books in 2021: **“My Family’s Soybean Farm”** and **“Barn at Night.”**

- “My Family’s Soybean Farm” is a paperback non-fiction book that follows Alexander on a tour of his family’s soybean farm.
- “Barn at Night” is a hardcover fiction book that explores the happenings of a barn on a cold winter night.



On The Farm STEM

TENNESSEE



In 2021 we were able to hold our On the Farm STEM event in person in Tennessee, August 8-11 bringing together 33 participants! This year's On the Farm program brought together teams of high school educators with experts in science education, agricultural science, and beef production to farmers, ranchers, and agriculture operators.

We also held 2 virtual professional development events using our beef phenomenon-based curriculum, reaching 240 educators!

240

 educators reached

"When I reflect on how to use this knowledge, I immediately think of my school's curriculum. What parts of the curriculum can be related to agriculture? Food chains, the nitrogen cycle, antibiotic resistance, the list goes on!"

NEW JERSEY EDUCATOR

Where We Went

AFBF Annual Convention
VIRTUAL

•
National Agriculture in the Classroom
Conference
IOWA

•
American Library Association Conference
VIRTUAL

•
National FFA Convention
INDIANA

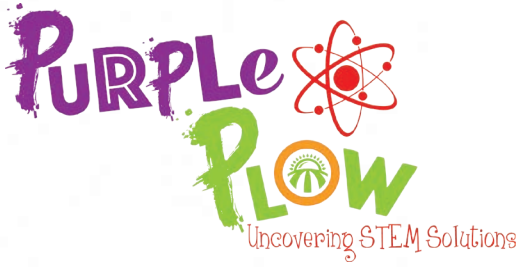
•
Beef On the Farm STEM Event
TENNESSEE

•
American Association of School Librarians
UTAH

•
NSTA Regional Conference
MARYLAND

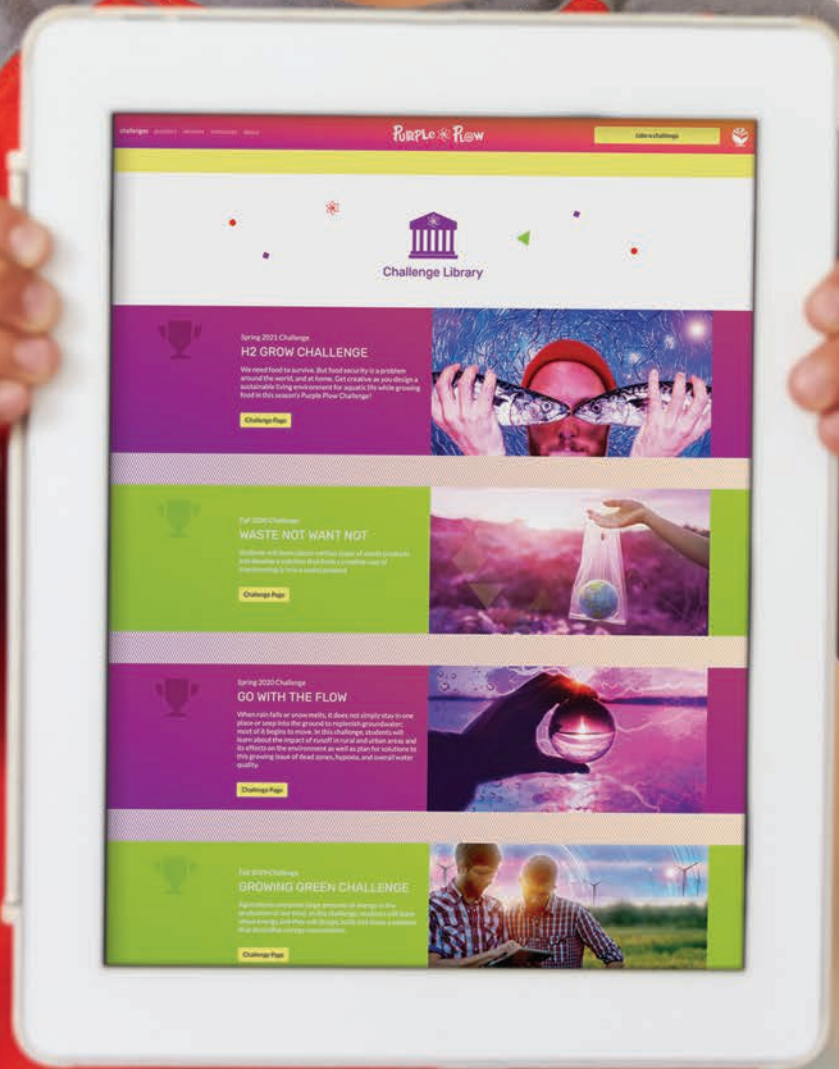


Funded by the Beef Checkoff.



Purple Plow Challenges are free, maker-space STEM challenges that ask students in grades 5-12 to help solve an issue agriculture is facing today. This year's Purple Plow Challenges were open to both in-school and at-home participants! In 2021, we received entries from all across the country. This project is made possible by Corteva Agriscience.

www.purpleplow.org



My American Farm



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

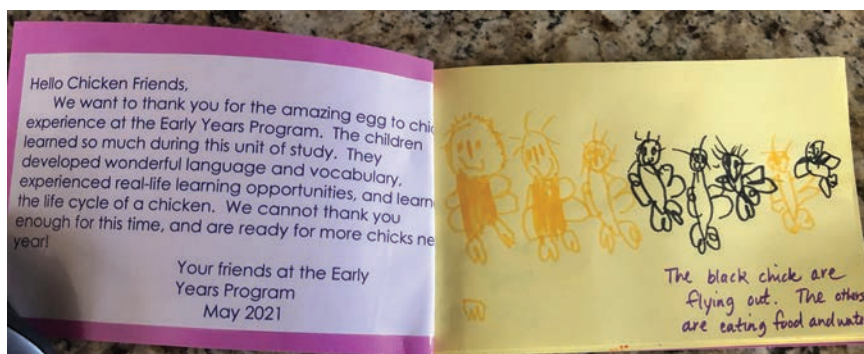
We increased our game offerings with a new game, "Seed to Shirt." This math game was generously sponsored by Nichino America and teaches kids how fiber becomes fabric!

www.myamericanfarm.org



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:** 5 educators were awarded White-Reinhardt scholarships in 2021. These winners, along with the 2020 winners, attended the 2021 National Agriculture in the Classroom Conference in Iowa. There was also a virtual option for those who could not attend in person.
- **Christina Sue Lilja Resource Grants:** 51 educators, chosen from nearly 600 applicants, received \$100 credits to the Farm Bureau store thanks to the generous contribution from the CSL Foundation. The CSL Foundation was established in memory of our late executive director, Christy Lilja.





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.

2021 Awards

- **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 2021 Scholar Award winners are:

- Georgia
- Illinois
- Maryland
- New Hampshire
- Pennsylvania
- Virginia

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 2021 Apex winners are:

- Alabama
- Alaska
- Arkansas
- Connecticut
- Idaho
- Illinois
- Indiana
- Kansas
- Kentucky
- Maryland
- Missouri
- Montana
- Nebraska
- New Mexico
- Oregon
- Rhode Island
- Tennessee
- Texas
- Vermont
- Washington
- West Virginia
- Wyoming

Apex Award

ward 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 2021 State Leader Award qualifiers are:

- Alabama Farmers Federation
- Arizona Farm Bureau Federation
- Arkansas Farm Bureau Federation
- Colorado Farm Bureau Federation
- Florida Farm Bureau Federation
- Georgia Farm Bureau Federation
- Idaho Farm Bureau Federation
- Illinois Farm Bureau
- Iowa Farm Bureau Federation
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- 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 2021 County Leader Award qualifiers are:

- Broward County Farm Bureau, FL
- Charles Mix County Farm Bureau, SD
- Garfield County Farm Bureau, OK
- Grafton County Farm Bureau, NH
- Dakota County Farm Bureau, MN

- **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 2021 Challenge Award qualifiers are:

- AFBF Promotion & Education Committee
- AFB Women's Leadership Committee
- Alabama Farmers Federation Women's Leadership Committee
- Arkansas Farm Bureau Young Farmers & Ranchers Committee
- Arkansas Farm Bureau Women's Leadership Committee
- Florida Farm Bureau Women's Leadership Committee
- Florida Farm Bureau Young Farmers & Ranchers Leadership Group
- Garfield County, OK Women's Committee
- Idaho Farm Bureau Promotion & Education Committee
- Kansas Farm Bureau Women's Leadership Committee
- Kansas Farm Bureau Young Farmers & Ranchers Committee
- Louisiana Farm Bureau Women's Leadership Committee
- Louisiana Farm Bureau Young Farmers & Ranchers Committee
- Maryland Farm Bureau Women's Leadership Committee
- Minnesota Farm Bureau Promotion & Education Committee
- Minnesota Farm Bureau Young Farmers & Ranchers Committee
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- Virginia Farm Bureau Women's Leadership Committee
- West Virginia Farm Bureau Women's Leadership Committee

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(\$100,000+)



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



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SM

*AS OF 11/30/21



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE

Dear Friends,

I hope you've enjoyed this look at the past year of American Farm Bureau Foundation for Agriculture activities. It's always fulfilling to reflect on the great work that you make possible, and it's exciting to look toward the work ahead of us. In 2022 we'll introduce new programs and new partners as we continue to help kids better understand where their food, fiber, and fuel come from.

This year we're unveiling the Food and Agriculture Center for Science Education, a platform featuring valuable resources and professional development opportunities for science teachers that will enable them to effectively teach science through the lens of agriculture.

We'll also launch the American Farm Trail app, generously supported by Corteva Agriscience, to help agritourism sites market themselves to families and to get more kids experiencing farms first-hand. The app will also connect kids and their parents to our educational resources to enhance the on-farm experience and further support ag literacy.

Our popular On The Farm STEM program that provides an immersive professional development experience for educators is expanding in 2022. Dairy Management Inc. has signed on, joining the Beef Checkoff in supporting the program. We'll be heading to Oklahoma and Minnesota this year to help teachers incorporate aspects of the beef life cycle and dairy production into their science instruction.

Feeding Minds Press will be busy this year, bringing three new titles to bookshelves everywhere. *I Love Strawberries* by Shannon Anderson, *Hero for the Hungry: The Life & Work of Norman Borlaug* by Peggy Thomas, and *My Family's Corn Farm* by Katie Olthoff will join our four previously published titles as we grow our offerings of children's accurate agriculture books.

All of this will happen while we maintain our Purple Plow program and My American Farm game platform, provide grants and scholarships through our White-Reinhardt Fund for Education, and continue to create new Ag Mags, educator guides, and resources to teach kids about agriculture.

Your contributions make all this possible. We hope you will continue to support our work as we build awareness, understanding, and a positive public perception of agriculture through education.

With gratitude,


Daniel Meloy
EXECUTIVE DIRECTOR



A photograph of a man and two children in a garden. The man, on the left, has a tattoo on his arm and is wearing a blue and white striped shirt. He is holding a wooden stake. Two children, a girl in a blue and white striped shirt and a boy in an orange shirt, are also holding stakes. They are standing in a garden bed with dark soil and several green plants. The background shows a green netting structure and a blue tarp. The scene is brightly lit, suggesting a sunny day.

Thank You For Your Support

Looking ahead



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