



2022 - 2023

# ANNUAL REPORT



**Arizona Farm Bureau**  
Educational Farming Company



## MESSAGE FROM OUR CHAIRWOMEN

As parents, we all have favorite “guilt” phrases. We say them repeatedly to our kids in the hopes that once said, maybe for the 47th time, that will be the moment when the words will penetrate through and ah ha! Some are cringeworthy, especially when we realize we are parroting our own parents – like the familiar, “you know there are kids in \_\_\_\_\_ starving right now, so finish your plate!” The one phrase I found myself saying more and more as my kids grew older and they became more distracted with a variety of interests outside of school was, “You know in most other parts of the world, education is a privilege!” Now although both sayings are based on absolute truth, we all know they are generally ineffective as a parenting tool.



However, my eldest has learned quite directly in the last month or so, just how true both statements are, especially outside of the U.S. She is studying abroad this year to fulfill the requirements for her degree plan (yeah, I know – what a “racket”). While there, she has been exposed to students from around the world and had the opportunity to learn about their cultures. She was surprised to learn how the education provided in many other countries is narrowly available and often assigned based solely on aptitude testing early in childhood development. She has also traveled to neighboring countries and seen just how drastic the divide is between those who have enough to eat and those who do not, as well as just how fewer food choices exist in other countries.

We are truly blessed in this country to not only receive education freely but have the freedom to choose that education. It is because of this freedom, and your generous donations in time and money, that our staff at Arizona Farm Bureau have been able to build such a robust ag education program over the last 15 years!

We are fortunate that agriculture abounds in Arizona to provide a local and resilient food supply to all our citizens and equally fortunate that we can provide, at no cost to teachers or students, accurate and engaging information about how this food is grown. Neither the value of education nor the value of food security should ever be taken for granted.

Thank you to all our partners, generous supporters, volunteers, and staff for your contribution to this most important effort, as it would not be possible without you!

Sincerely,

A handwritten signature in black ink that reads "Stefanie Smallhouse". The script is cursive and fluid.

Stefanie Smallhouse  
Chairwoman



## MISSION OF THE EDUCATIONAL FARMING COMPANY

The mission of the Arizona Farm Bureau Educational Farming Company is to educate the public of all ages about the importance of Arizona's agriculture through educational programs that teach about the production of food, fiber and natural resources highlighting Arizona agriculture's diversity and dynamic.

# 2022 - 2023 FINANCIAL REPORT

The Educational Farming Company is proud to report another year of strong support from our amazing partners and donors who enable us to serve more youth than ever before.

## Program Revenue

Fundraising Racin' Bacon	\$42,539
FBL Financial Group	28,955
Donations Restricted AITC	13,520
Donations Unrestricted Misc.	3,545
AZFB Match Program	4,722
AZFB Membership Giving Program	15,915
Annual Fund Letter Campaign	11,661
Fry's Shopper	258
Interest Income	197
<b>Total Program Revenue</b>	<b>\$121,312</b>

## Program Expense

AZFB Grant - Ag in the Classroom	\$55,405
Racin' Bacon Fundraiser Expenses	8,877
Arizona FFA Youth Program	7,500
Project CENTRL	2,000
American FB Foundation for Agriculture	1,450
Arizona 4H Youth Foundation	10,000

## Administrative Expenses

Professional Fees - Tax Return	1,160
<b>Total Program and Administrative Expenses</b>	<b>\$86,392</b>

<b>Increase to Net Assets</b>	<b><u>\$34,920</u></b>
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# SIGNATURE PROGRAM



**92,614** STUDENTS AND TEACHERS  
IN PERSON WITH STANDARDS-  
BASED PROGRAMMING AND  
NEARLY ANOTHER **100,000**  
THROUGH VIRTUAL RESOURCES.

## TEACHER RESOURCES

The Arizona Farm Bureau Ag in the Classroom Program offers Commodity Curriculum Kits to teachers FREE of charge. Teachers can check out kits for 4 weeks and teach the lessons themselves. Lesson plans and all materials needed to complete each lesson are included in the kits.

### Poultry Kit

48 classrooms  
hatched over  
150 chicks with  
the Poultry  
Curriculum Kit

125 Curriculum Kits  
were used by nearly  
3,500 students  
throughout the State.



## AgMags and AgTivity Books

Teachers can request FREE copies of AgMags and AgTivity Books that cover a wide variety of commodities. Several of these resources are now available in Spanish!



## First Readers

A First Readers Book Series was developed through partnerships with the University of Arizona, the Arizona Beef Council, and funding through an Arizona Specialty Crops Grant. The First Readers were developed to help our young readers to begin learning about food and agriculture. The books have been downloaded by 111 teachers and used by nearly 3,400 students. Copies are also available for purchase.





# AG IN THE CLASSROOM

## VIRTUAL AND ONLINE RESOURCES

Arizona Farm Bureau Ag in the Classroom continues to offer a wide variety of programs and resources virtually. Teachers, students, and parents can utilize any of these FREE resources when it is convenient for them.



# 16

Virtual Presentations are available on pumpkins, seeds, build your own burger, and more



Have been  
viewed nearly  
3,500 times



## Live Virtual Ag Tours



9,392 video views  
reaching over  
250,000 individuals!



Catch us on YouTube!

350+ Subscribers

Nearly

# 200

Videos

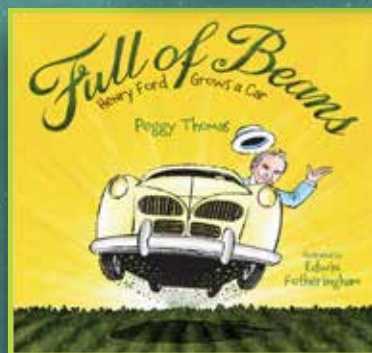
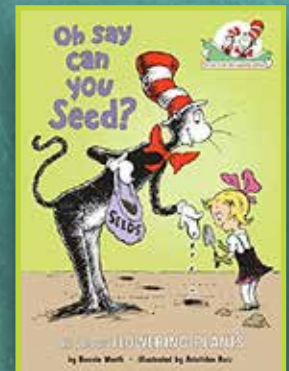
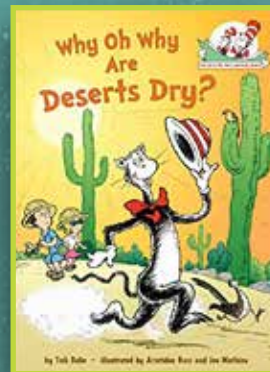
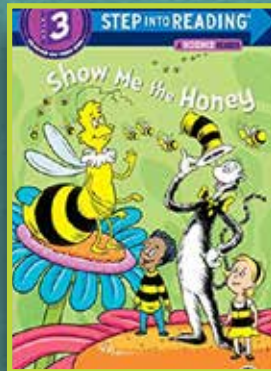
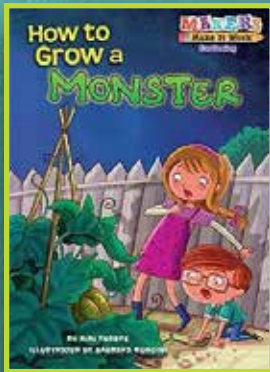




# AG LITERACY

Our Ag Literacy Programs seek to promote a better understanding among Kindergarten – 2nd grade students about where their food comes from. These 30-minute, hands-on presentations are aligned to the State Learning Standards. The presentation includes the reading of an agriculturally accurate book and a hands-on lesson to reinforce the concepts learned through the story. Participating classrooms get to keep the book to include in their classroom library.

2,800 **BOOKS DONATED**  
**TO CLASSROOMS**



**REACHED** 75,000 **STUDENTS**

# PROGRAMS WE SUPPORT

Today, people are more disconnected from their food than ever before. At the same time, the battery of anti-agriculture voices is loud and growing. There is a large information gap from the average consumer to the farm, which creates many misconceptions about farmers and the food they provide. The Arizona Farm Bureau Educational Farming Company supports programs that encourage an agricultural literate public.

## ARIZONA 4-H

Arizona 4-H is a program delivered by Cooperative Extension where young people learn by doing. Members can complete hands-on projects in areas such as health, science, agriculture, and citizenship in a positive environment where they receive guidance from adult members and are encouraged to take on proactive leadership roles.



## ARIZONA FFA

The FFA Organization is an intracurricular student organization for those interested in agriculture and leadership. It is on the three components of Ag Education: Supervised Agricultural Experience (SAE), classroom and laboratory learning, and FFA. The FFA Organization provides premier leadership, personal growth. And career success through engagement.



## PROJECT CENTRL

Arizona Farm Bureau Educational Farming Company supports the Center for Rural Leadership's (Project CENTRL) efforts to cultivate passionate educated leaders who provide a voice for and serve rural communities in Arizona.



## AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE

Building awareness, understanding, and a positive public perception of agriculture through education.





# PROGRAM REVENUE PARTNERS

EVERYTHING WE DO IS POWERED BY OUR COMMUNITY FROM OUR PASSIONATE TEACHERS AND CLASSROOM VOLUNTEERS, TO OUR DONORS, FUNDRAISERS, AND PARTNERS.



## **FARM BUREAU FINANCIAL SERVICES PARTNER GIVING PROGRAM**

Annually, Farm Bureau Financial Services recognizes the Educational Farming Company's efforts to educate the public of all ages about the importance of Arizona's agriculture through its educational programs. Their annual support has been the building blocks in the foundation of our success.

## **ARIZONA FARM BUREAU MEMBERSHIP PARTNER GIVING PROGRAM**

All members of the Arizona Farm Bureau are given the opportunity to contribute \$5 with their Arizona Farm Bureau annual membership dues. These gifts allowed for expanded efforts in the classrooms.

## **ARIZONA FARM BUREAU CONTRIBUTION MATCH PROGRAM**

The Arizona Farm Bureau Federation began a corporate match program to help generate additional funds to support Educational Farming Company's efforts to educate Arizona's youth. Arizona Farm Bureau matched dollar for dollar on specific member contributions with a goal of \$15,000.



# SIGNATURE FUNDRAISER

The Racin' for the Bacon Derby Dinner is our annual fundraising event held each October.

The event includes an exciting night of local eats, silent and live auctions, pig racing, derby hat contests, and more!

100% of the proceeds are utilized in our continuing efforts to educate Arizona's youth and consumers with the opportunity to come back to the farm and learn where their food and fiber comes from.



# Thank You!



There is no way to fully express our gratitude for your support. We at the Arizona Farm Bureau Educational Farming Company are continually inspired by the dedication and generosity of our community - from our passionate teachers and volunteers to our generous donors who answer the call to give again and again. We say thank you!

## **VISIONARY OF AG EDUCATION - \$10,000+**

Farm Bureau Financial Services

Maricopa County Farm Bureau

## **CHAMPION OF AG EDUCATION - \$5,000 - \$9,999**

Arizona Pork Council

Cosgrove, Colin

## **ADVOCATE OF AG EDUCATION - \$1,000 - \$4,999**

Arizona Dairy Council

Arizona Farm Bureau Federation

Bashaw, Phil and Lauren

Bianchi and Brandt

FBFS - Mike Simpson and Andy Thelander

High Desert Communications

Loven, Mike

Mark Dobson Ranch

Marlatt, Myrle

T and P Farms

Thelander, Andy

Thelander, Todd

Wellton - Mohawk Valley Natural

West Central Initiative AKA Riverview Foundation

Wojcik, Jimmy

X-One Ranch, Inc.



## **FRIEND OF AG EDUCATION - \$250 - \$999**

A Tumbling T Ranches  
AZ Grain Research and Promotion Council  
Bales and Bales  
Button, Terry R  
Golden Rule Vineyard  
Goucher, Stephen  
Harrison Farms, Inc.  
Hauser and Hauser Farms  
Kenny, Nicholas

Klinker, James W and Margaret A  
Norris, Michael and Holly  
Nothin Bundt Cakes - Jan Newton  
Old Ellsworth Brewing Company - Brian McKean  
Petersen, Tim  
Pledgeling Foundation  
Prosser, Robert and Judy  
Smith, Wayne and Melinda  
Southwest Wine Center

## **AG EDUCATION SUPPORTER - \$100 - \$249**

Alcaida Farms  
Assiciated Farming Co  
Brierley, Paul  
Coconino County Farm Bureau  
Danzeisen Dairy  
Dunn Ranches  
Evans, Richard  
Flying UW Haydon Combe Ranch  
Fornara, George  
Gingg Farms  
Macauley, Michael  
Major Cattle Co  
Mardry Enterprises  
Maxcy, Louis

Murphree, Julie  
Nickerson, Jon  
Orme, Paul  
Pate, Betty Y  
Pillsbury Wine Company  
Scott, Bill and Vicki  
Sossaman, James  
Sugarloaf Land Cattle - Thompson, Tina  
Sunrise Dairy, LLC - Gingg, Max  
Tan, Marguerite  
The Farmers Gin  
United Dairymen of Arizona  
YY Ranch - Thompson, David

## **AG EDUCATION DONOR - \$10 - \$99**

Barnett, Max  
Bunce, Joseph  
Desert Horizon Nursery - Stevenson, Billy  
Dolven, Mary  
Idle Hour Horses, LLC - Knavage, Tony  
King, Joseph  
Klump, Stephen  
Lim, Angus  
Marks, William  
Nickerson Companies - Nickerson, David  
Ollerton, Paul

Rahming, Cliff  
Reyes, Sandra  
Sandoval, Saul  
Shawver, John  
Siggins Horse Company - Siggins, Raymond  
Smith, Burleson  
Sprague, Aaton  
Strategic Assets Group - Chasse, Michael  
White, Mark D  
Wood, John  
Zueger-Lange, Beatrice

**Our heart felt thanks to all of the Arizona Farm Bureau Members who donated \$5 with their annual membership dues - there are just too many of you to list, so THANK YOU!**



**Arizona Farm Bureau**  
**Educational Farming Company**

## **FOLLOW US**

FOR FREE CLASSROOM MATERIALS, PRESENTATIONS, AG FACTS,  
AND FARMER AND RANCHER STORIES!

INCREASING AGRICULTURE AWARENESS IN K-12 CLASSROOMS AND  
BEYOND!



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 **Arizona**  
**Farm Bureau®**

