



Arizona Farm Bureau
Educational Farming Company

24-25
ANNUAL
REPORT

A MESSAGE FROM OUR CHAIRMAN

It's super easy these days. You can order from your phone, you can have it delivered or pick it up. You might even travel to the store, grab a shopping cart and spend some time seeing what is on the store shelves the old fashion way. There are lots of ways to shop for your food and daily necessities. The abundance and value of food and fiber in our daily lives as Arizonans is often easy to overlook and take for granted. Yet, from our earliest ages we have a connection to food. Whether it be some home cooked barbecue, sharing a sweet ice cream cone or freshly sliced melon, food is more than just sustenance.

The first thought that comes to mind about those moments is the goodness and the wholesomeness for most of us. But we know that there is also value in knowing where our food comes from. In this age of information overload, not many people seek out accurate information about where their food comes from. Thankfully, we have the Arizona Farm Bureau Educational Farming Company to the rescue! With accurate and engaging information on a wide variety of livestock as well as food and fiber crops, this dedicated team delivered to over 160,000 students, teachers and adults this year, and that was a substantial increase over the previous year.

As each generation of Arizonan's ventures further from the farm to live and work, adults and children alike truly need to know where their food comes from and why farmers and ranchers do the things they do to grow their food. Our opportunity to teach more Arizonans continues to grow, and so do the ways the Educational Farming Company cultivates and grows those opportunities, delivering on our mission.

Thank you to all of you, our generous partners, volunteers, and staff for your contribution to this exciting and important effort!

Sincerely,



John Boelts
Chairman



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.



2024 - 2025 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	\$73,610
FBL Financial Group	30,844
Donations Restricted AITC	26,000
Donations Unrestricted Misc.	3,940
AZFB Match Program	15,000
AZFB Membership Giving Program	17,384
Annual Fund Letter Campaign	4,600
Fry's Shopper	268
Interest Income	1,210
Total Program Revenue	\$172,856

Program Expense

AZFB Grant - Ag in the Classroom	\$70,413
Racin' Bacon Fundraiser Expenses	21,073
Arizona FFA Youth Program	10,000
Project CENTRL	2,000
American FB Foundation for Agriculture	1,400
Arizona 4H Youth Foundation	10,000

Administrative Expenses

Professional Fees	\$3,370
Printing	1,350
Total Program and Administrative Expenses	\$119,606

Increase to Net Assets

\$53,250

SIGNATURE PROGRAM - AG IN THE CLASSROOM



AITC reached over **162,000** students and teachers in person and thousands more virtually with standards-based programming.

TEACHER RESOURCES

AITC offers a wide variety of classroom presentations for students grades K-12. Presentations range from the Arizona Five Cs's, Dairy, Cotton, Water, Bees, Biotechnology, and Careers.



360 Tour of Arizona Agriculture —



Students can step onto the farm without ever leaving their classroom! Through the use of 360 videos and viewing technology, students are able to visit a variety of farms and see how farmers are conserving water, caring for the land, and learn about the wide variety of Arizona crops.



TEACHER TRAINING

Educating the educators is key to our mission. AITC provided several opportunities for teacher training both in Arizona and at the National Ag in the Classroom Conference.



Classroom Grants – Over **\$3,000** was given in classroom grants to help teachers bring agriculture into their classrooms!

Virtual and Online Resources

As the demand for the program continues to grow resources have been made available for use when we can't be in the classroom. Teachers, students, and parents can utilize any of these FREE resources when it is convenient for them.

CATCH US ON YOUTUBE! @AZFB AITC VIRTUAL AG TOURS
ONLINE STORY TIME VIRTUAL PRESENTATIONS

COMMUNITY OUTREACH

Along with school events and programming, AITC also participates in many community events to engage with the community about agriculture. AITC visits with thousands of people through these events.



VOLUNTEERS



Volunteers help make so many connections possible. AITC's bank of volunteers is nearly 400 strong and they are invaluable to the program and the mission.



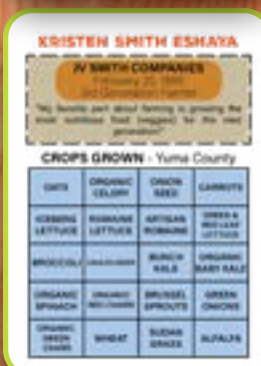
AG Literacy

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. Events are offered in the Fall, Winter, and Spring.

The Spring Event brought a special treat to classrooms highlighting an Arizona authored story, *Deserts Grow Veggies*. Teachers were able to keep the book for their classroom library and students received one of our Farmer Trading Cards!

OVER 25,000 STUDENTS HAVE RECEIVED A FARMER TRADING CARD

NEARLY 1,000 BOOKS
DONATED TO CLASSROOMS



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.



AMERICAN FARM BUREAU
FOUNDATION
FOR AGRICULTURE

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. 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!



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+

Arizona Farm Bureau
Farm Bureau Financial Services

Maricopa County Farm Bureau

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

Arizona Pork Council

Mortimer Farms

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

Arizona Cotton Growers
Arizona Dairy Council
Arizona Grain Research and Promotion Council
Arizona Mining Association
Bashaw, Phil & Lauren
Brown, Jackson
Cosgrove, Colin
Friends of Horseshoe Park

High Desert Communications
Marlatt, Myrle
Salt River Project - San Tan Generating Station
T&P Farms
Thelander, Todd & Pam
Wellton-Mohawk Valley Natural
West Central Initiative

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

Arizona FFA
Bales & Bales
Button, Terry
Eyherabide, Rose Ann
Overson, Clayton
Petersen, Tim

Rousseau Farms
Sierra Farming Ptsp II & III - Casey England
Simpson, Mike
Tan, Marguerite
Thelander, Andy

AG EDUCATION SUPPORTER - \$100 - \$249

Flying UW Haydon Come Ranch Operations LLC
Gasho, Sonia
Justice, RD
King, Joe

Macauley, Michael
Maxcy, Louis
Norris, Blake
YY Ranch - David Thompson

AG EDUCATION DONOR - \$10 - \$99

Aronson, Lois
Brashears, Holly
Clarks Septic Tank Service LLC
Dean, Denise
Gerton, M. Stephen
Groen, Bernard
Hall, Dale
Johnson, Barbara
M&M Accounting LLC
Mardry Enterprises LLC

McCoy, Cindy
Neto, Joanne
Paccioni, Taryn
Pursanova Arizona, LLC - Ruben Neamtu
Scott, Meghan
Shawver, John
Sutter, Katherine
Vazquez, Nora
Woods, John
Wuertz, Marvin

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!



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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