



**Arizona Farm Bureau  
Educational Farming Company**

**Educational Farming Company a 501(c)3**



The Arizona Farm Bureau Educational Farming Company was created in 2003 by the Arizona Farm Bureau Federation. 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.

# **Does chocolate milk come from brown cows?**

A 2017 study by the Innovation Center for US Dairy found that 7% of adults believe chocolate milk comes from brown cows. Another 48% admitted they did not know where chocolate milk came from.





**In a world where people are often disconnected from their food, it is time to bring them back to the farm!**

## **THE PROBLEM:**

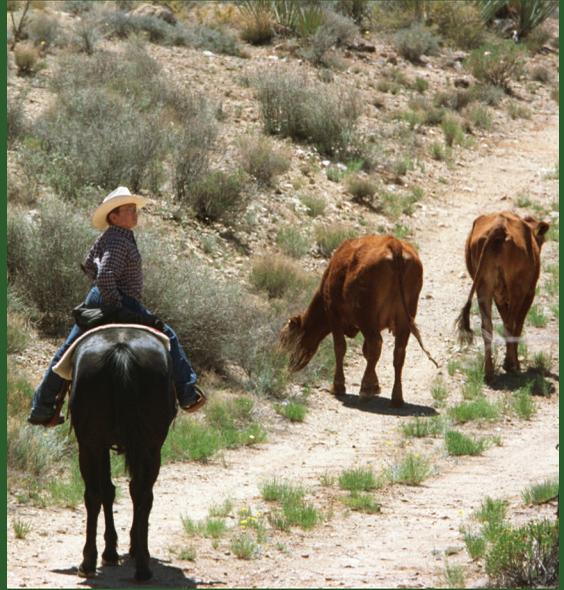
The vast majority of our population today is agricultural illiterate. What is agricultural illiteracy? It is the general lack of understanding about our food, where it comes from, how it is produced, and most importantly who grows it. Why is this a problem? Although consumers are becoming more and more removed from the farm and ranch, they are the ones who influence the practices and policy on the farm today.



People are more disconnected from their food today than ever before. At the same time, the battery of anti-agriculture voices is loud and growing. The information gap from being so far removed from the farm and the marketing antics of today, creates many misconceptions about the farmers and the food.



PHOTO CREDIT:  
JONATHAN DINSMORE



**The average  
consumer is  
3-4 generations  
removed from  
the farm and  
ranch.**

# WHO DO WE SUPPORT?



*"4-H provides an opportunity for kids to develop skills through educational activities, competitive events, and peer and leader mentoring. It provides opportunities for leadership and service and builds lifelong friendships." Amy Dillard, 4-H Mom*

**The Arizona Farm Bureau Education 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 one of 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.





PHOTO CREDIT:  
JONATHAN DINSMORE

## AGRICULTURE IN THE CLASSROOM (AIRC)



The Arizona Farm Bureau Ag in the Classroom Program develops and implements curriculum and programs, aligned to state learning standards to help students and teachers be successful, while increasing agricultural awareness in K-12th grade classrooms and beyond.

## ARIZONA SUMMER AGRICULTURAL INSTITUTE (SAI)

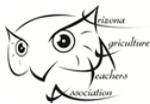


SAI is a five-day, traveling tour designed to teach K-12 teachers about food and fiber production and help them incorporate that knowledge into the classroom curriculum. SAI combines hands-on learning about agriculture with practical curriculum development.

*"Ag in the Classroom is amazing! Their presentations meet our classroom standards, engage the students, and help set up future activities. My students love when AITC comes!" -Sarahbeth Belvado, Queen Creek Kindergarten Teacher*



## ARIZONA AGRICULTURE TEACHERS ASSOCIATION



The Arizona Ag Teachers Association is dedicated to making a positive difference in the lives of agriculture students by instilling in them a passion for agriculture and learning. It is through the commitment and dedication of the Arizona Agriculture teachers that we can enjoy such outstanding programs as the National FFA Organization in classrooms across the state.

## ARIZONA NATIONAL LIVESTOCK SHOW



The Arizona National Livestock Show is the largest livestock show in the Southwest, an annual phoenix tradition since 1948. Arizona National provides not only a platform for youth in agriculture to show their animals, but also invests in their future by offering \$40,000 annually in scholarships.



# Why should I donate?

Your contribution to the Arizona Farm Bureau Educational Farming Company will ensure that agriculture has a voice in the noise of marketers and anti-agriculture organizations. Your contribution will provide Arizona consumers with the opportunity to come back to the farm and learn about where their food comes from. Your contribution will give agriculture a voice at the dinner table.

# How can I donate?

Tax-deductible donations can be made to the Arizona Farm Bureau Educational Farming Company.

- Online: <https://www.azfb.org/Programs/Educational-Farming-Company>
- Over the phone: 480-635-3605
- By mailing a check to: Arizona Farm Bureau Ed Farming Company  
325 S Higley Rd, Suite 210 - Gilbert, AZ 85296



## Tax Deductible Donation

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

- \$25
- \$50
- \$100
- \$250
- \$500
- 1000
- OTHER