



# 2022 ANNUAL REPORT



AMERICAN FARM BUREAU  
FOUNDATION FOR AGRICULTURE

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



Looking back

## MESSAGE FROM THE CHAIRMAN

America's farmers and ranchers continue to adapt to a growing and changing world, and for 55 years the American Farm Bureau Foundation for Agriculture has done the same. While the past few years have brought challenges, they have also brought unique opportunities for the Foundation to further its mission of agricultural literacy.



We're proud of the work we've accomplished together this year.

From new Ag Mags featuring aquaculture and specialty livestock to educator guides with fun learning activities to accompany accurate ag books, our print resources continue to help kids understand agriculture in an engaging way. Our digital resources expanded this year as well. We used 360-degree camera technology to bring kids inside of a beehive, virtually of course, as well as tours of a greenhouse and hoophouse.

Our library of books from Feeding Minds Press grew with the addition of three new books. "I LOVE Strawberries" has already won several awards including being named one of Good Housekeeping's Best Kids' Books of 2022. It also was selected by an independent team of reviewers as the Foundation's 2023 Book of the Year. "Hero for the Hungry: The Life and Work of Norman Borlaug" is our first book for middle-grade readers and details the incredible work of the Father of the Green Revolution. Finally, "My Family's Corn Farm" brings to life the experience of family farming.

The Foundation also expanded its professional development opportunities and support for educators across the country. We held two of our popular On The Farm STEM programs in Oklahoma and Minnesota for sciences teachers, hosted six virtual professional development events, and provided scholarships for ten educators to attend the annual National Agriculture in the Classroom Conference. Our programs for educators spark excitement for them to share more farm-focused lessons with their students, and the support we offer provides the tools they need to build a greater awareness of agriculture in the classroom.

Our goal in providing these educational resources, trainings and teacher support is to help young people grow into informed consumers who understand what goes into growing a safe, sustainable food, fiber and fuel supply. We can't do it alone, however. We rely on countless volunteers across the country and the generosity of supporters who contribute financially. Donations of all sizes help us create these materials and get them to educators and students.

Thank you for partnering with us as we work together to advance ag literacy.

Sincerely,

Zippy Duvall  
CHAIRMAN



**4 NEW**  
Ag Mags  
Aquaculture • Careers  
Small Animals • Specialty Livestock

# NEW RESOURCES

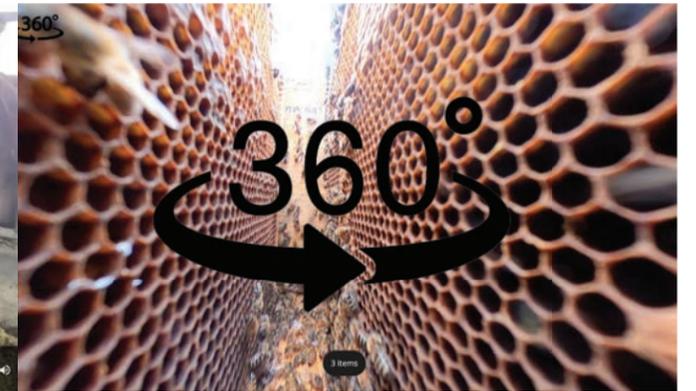
**4 NEW**  
Educator  
Guides

Hero for the Hungry • My Family's Corn Farm • I Love Strawberries • Applesauce Day



**2 NEW** Online Learning Modules

to accompany Dairy Ag Mag and Bees Ag Mag



**3 NEW** "Up Close Experience" Videos

Get a 360-degree view of a beehive, dairy parlor and hydroponics flower farm.



We partnered with Google for the "Grow with Google" program and trained over 1,700 teachers at the virtual Rural Educator's Digital Skills Summit. We selected four incredible educators to develop lessons to teach digital skills through an agricultural context.

**1,700** teachers trained



## Food and Agriculture Center for Science Education

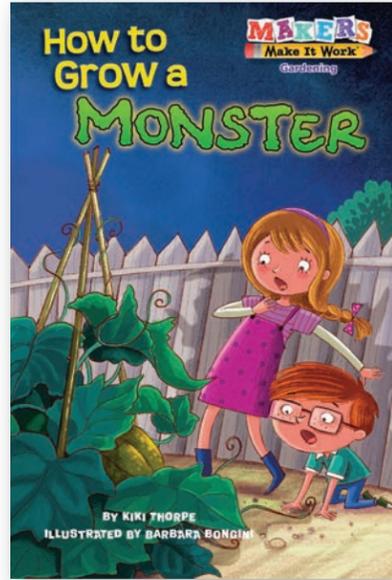
We launched a first-of-a-kind online platform for K-12 and STEM educators to bring science to life through the lens of agriculture! The platform hosts professional development opportunities, NGSS-aligned educational materials and partnerships.

<https://www.foodagscienced.org/>



The **2022 Book of the Year** was "How to Grow a Monster" by Kiki Thorpe! The book was accompanied by a new educator guide and the School Garden Ag Mag.

Thanks to a generous sponsorship from Nationwide Insurance, 300 educators received How to Grow a Monster educator packs!



**FEEDING MINDS PRESS**



### 3 NEW Books

**Feeding Minds Press** released 3 new books in 2022: "My Family's Corn Farm," "Hero for the Hungry," and "I Love Strawberries."



## On The Farm STEM



BEEF // OKLAHOMA



Funded by the Beef Checkoff.

This year's **On the Farm STEM-Beef event** was held in Oklahoma in June, bringing 25 educators together with experts in science education, agricultural science, and beef production to farmers, ranchers, and agriculture operators.



DAIRY // MINNESOTA



Building on the successful Beef On the Farm STEM events, in 2022 we held the first-ever **On the Farm STEM-Dairy event!** 29 educators traveled to Minnesota to see how STEM relates to dairy food production.



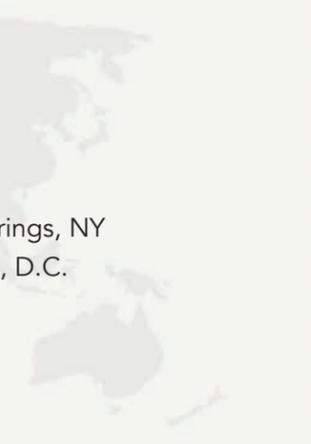
We also held **6 professional development webinars in 2022, reaching over 2,600 participants!**



### Where We Went



- AFBF Annual Convention – Atlanta, GA
- AFBF YF&R Leadership Conference – Louisville, KY
- ALA Annual Conference & Exhibition – Washington, D.C.
- Cattle Industry Convention – Houston, TX
- NAFDMA Conference – Atlanta, GA
- National Agriculture in the Classroom Conference – Sarasota Springs, NY
- National Association of Educating Young Children – Washington, D.C.
- National FFA Convention – Indianapolis, IN
- NSTA National Conferences – Houston, TX & Chicago, IL
- US Book Show – Virtual
- World Food Prize – Virtual





# Purple Plow

Uncovering STEM Solutions

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, and we received entries from all across the country! This project is made possible by Corteva Agriscience.

[www.purpleplow.org](http://www.purpleplow.org)



## American Farm Trail App

This free app will help showcase regional agritourism opportunities as it simultaneously promotes ag literacy. We are actively recruiting agritourism venues to sign up.

[www.farmtrailapp.com](http://www.farmtrailapp.com)



## 21 resource grants

### White-Reinhardt Fund for Education

- **White-Reinhardt Classroom & Community Grants:** 21 grants were given to state and county Farm Bureaus to fund ag literacy projects in their local schools and communities.
- **White-Reinhardt Scholarships:** 10 scholarships were given to educators to attend the National Agriculture in the Classroom Conference in Sarasota Springs, NY.
- **Christina Sue Lilja Resource Grants:** 85 educators received \$100 credits to the FB store to purchase ag literacy resources.

## My American Farm

My American Farm has 27 free interactive educational games about agriculture, and hundreds of lessons and activities for educators, fair display ideas, and more!

[www.myamericanfarm.org](http://www.myamericanfarm.org)





# 2022 AWARD WINNERS

The 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 Foundation.

## Scholar 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 2022 Scholar Award winners are:

- New Hampshire
- Maryland
- Pennsylvania
- Ohio
- Georgia
- Illinois

## Apex 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 2022 Apex winners:

- California
- Illinois
- Kansas
- New Hampshire
- South Dakota
- Vermont

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

The 2022 State Leader Award qualifiers are:

- Arizona Farm Bureau Federation
- Florida Farm Bureau Federation
- Georgia Farm Bureau Federation
- Idaho Farm Bureau Federation
- Illinois Farm Bureau
- Indiana Farm Bureau
- Iowa Farm Bureau Federation
- Kansas Farm Bureau
- Louisiana Farm Bureau Federation, Inc.
- Missouri Farm Bureau Federation
- Montana Farm Bureau
- New Hampshire Farm Bureau Federation
- North Carolina Farm Bureau Federation, Inc.
- Ohio Farm Bureau Federation
- Oklahoma Farm Bureau
- Tennessee Farm Bureau Federation
- Texas Farm Bureau
- Wisconsin 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 2022 County Leader Award qualifiers are:

- Broward County Farm Bureau, FL
- Catawba County Farm Bureau, NC
- Dakota County Farm Bureau, MN
- Garfield County Farm Bureau, OK

- **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 2022 Challenge Award qualifiers are:

- American Farm Bureau Promotion & Education Committee
- American Farm Bureau Women's Leadership Committee
- Arkansas Farm Bureau Women's Leadership Committee
- Idaho Farm Bureau Promotion & Education Committee
- Idaho Farm Bureau Young Farmers & Ranchers Committee
- Louisiana Young Farmers & Ranchers Committee
- Louisiana Women's Leadership Committee
- Michigan Farm Bureau Promotion & Education Committee
- Oklahoma Farm Bureau Women's Leadership Committee
- Tennessee Farm Bureau Women's Leadership Committee
- West Virginia Farm Bureau Women's Leadership Committee

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(\$100,000+)



AMERICAN  
FARM BUREAU, INC.



## FOUNDATION SHEPHERD

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



## FOUNDATION HARVESTER

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



## 2022 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](http://agfoundation.org/about/donate).

### Foundation Grower (\$10,000 - \$24,999)

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

CSL Foundation  
Barchart

### Foundation Planter (\$1,000 - \$4,999)

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### Foundation Friend (\$500 - \$999)

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\*AS OF 11/30/22



AMERICAN FARM BUREAU  
FOUNDATION FOR AGRICULTURE

Dear Friends,

I hope you've enjoyed reading about the exciting year we've just had. When I sit back and reflect on the Foundation's accomplishments of the past year, I think to myself "How will we ever top that?" Yet every year we manage to create more innovative and engaging resources and programs for kids and more comprehensive professional development opportunities and experiences for educators.

And 2023 looks to be no exception!

I'm excited about the publication of new books from our publishing arm Feeding Minds Press. Our planned books for the year will have you showing off your favorite boots, and perhaps you'll soon be talkin' like a pirate. Stay tuned!

We'll also continue to expand our educational offerings with both print and digital resources for students of all ages. Watch for a fun new Ag Mag, an updated Food and Farm Facts, and creative online resources that explore interesting topics like aquaculture and soils. No matter a student's interests, we strive to create relevant and engaging materials that make it fun to learn.

Our support for educators who bring food and agriculture into their classrooms and for local ag literacy projects will continue to grow in 2023. We're looking forward to our On The Farm STEM programs that each year attract an incredible caliber of science teachers. We're increasing the number of teacher resource grants we provide. And we can't wait to see the amazing ag literacy projects throughout the country that our White-Reinhardt Fund for Education will support.

Even with this growth and expansion, one thing remains constant – our heartfelt gratitude for the many donors and volunteers who make our work possible. Whether you visit a classroom to share your farming story, spread the word about our resources as a member of our Outreach Team, or send us a check, your support is at the heart of our work, and we couldn't do it without you.

From all of us at the American Farm Bureau Foundation for Agriculture, thank you.

Sincerely,

  
Daniel Meloy  
EXECUTIVE DIRECTOR



looking ahead



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