



As a Farm Bureau member there are unlimited opportunities to share your experience on and off the farm, in your community and with consumers. If you have a passion for agriculture and are committed to sharing your agricultural story with others, the Promotion & Education program is for you!

Farm Bureau programs offer all Farm Bureau volunteers the chance to get involved on the local, state and national levels. A variety of P&E activities occur each year and can engage members of any age. Serving on a P&E committee provides additional leadership development opportunities through participation on subcommittees formed to guide innovative and traditional programs.

The role of the AFBF P&E Committee is to provide leadership and collaborate with state Farm Bureaus, grassroots members and allied partners. The committee strives to surface, identify and develop resources and ideas for agricultural promotion and education.

Every member can contribute and feel a sense of pride when they engage as a Farm Bureau volunteer. Taking an idea from concept to launch can be exciting. Developing inspiring programs helps to sharpen communication and leadership skills, allows for engagement in a community or



INSPIRE. EQUIP. COLLABORATE.

## OUR MISSION

The Promotion & Education program assists by centralizing resources that inspire and equip Farm Bureau to convey the significance of agriculture.

*“Promotion and Education brought me an opportunity to continue to share my passion for agriculture and to inform, inspire and collaborate with others. It offers members a home after aging out of YF&R, no matter gender or age, to tell the story of agriculture.”*



AMERICAN FARM BUREAU FEDERATION®

600 Maryland Avenue, SW, Suite 1000w, Washington, DC 20024



@AmericanFarmBureau



committee@fb.org

#amplifyag

#P&E4ME



Is It for Me?



during an event and provides a deeper appreciation and understanding of specific needs in an area or with a certain demographic. Identifying resources and planning an event also offers the ability to work together, create a team and creates fellowship. Sharing responsibilities ultimately results in a feeling of accomplishment when the project is completed, the day is done, and success is achieved.

*“Promotion & Education is vital to the future of agriculture. We proactively engage in opportunities on every level to tell our story.”*

## NATIONAL P&E PROGRAM OF WORK AND INITIATIVES

### Communicate, Collaborate and Influence Workshops

During the American Farm Bureau Convention, workshops planned by members of the AFBF P&E and Women’s Leadership Committees offer Farm Bureau volunteers new ideas and networking opportunities. Maximizing Resources is a popular session presented by P&E that highlights successful state programs with an emphasis on outreach activities.

### Field to Fork Face-Off Game

A fun, interactive game-show activity that encourages discussion about perceptions of food production.

### Connecting to Agriculture

An online digital resource provides easy access to information about agriculture and related industries to help Farm Bureau members share with non-farmers about where their food comes from and the value of the 21 million Americans engaged in the agricultural workforce.

### Noah’s Bandage Project

This project creates an opportunity to connect with pediatric cancer patients and their care providers while donating fun bandages, a by-product of agriculture. P&E is a champion of this program, which was started by Noah Wilson. Just as Noah’s family embraced his spirit, Farm Bureau members rallied behind collecting and delivering more than 14,000 bandage boxes in less than six months. They continue to collaborate and partner with this cause.



### FUSION Conference & Target Training

Each spring, leadership development and networking opportunities are offered to members. In odd years Promotion & Education volunteers join Young Farmers & Ranchers and Women’s Leadership volunteers in planning and implementing the FUSION Conference. In even years, P&E hosts Target Engagement Training at different locations around the country. Registration to both conferences is open to all members.

### AFBF P&E Committee and Appointment Process

Members of AFBF’s P&E Committee are nominated by the state Farm Bureau, appointed by the AFBF president and confirmed by the AFBF board of directors for a two-year term. Committee nominees must be actively engaged with a qualified state Farm Bureau P&E program.

