

## NYFB State Promotion & Education Committee Update

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The New York Farm Bureau State Promotion and Education Committee recently met prior to the Celebration of Agriculture Conference in March. There are several areas of works in progress, such as a review and update of the mission and purpose statement, and the annual changes to the scholarship application and judging scorecard.

Suggestions from NYFB members have prompted the committee to update the scholarship questions to provide an easier format and more definite criteria for judging. The 2018 Scholarship application will be released in June.

Program additions under consideration include resource links and materials to enhance the Ag Literacy Week experience for our members. With so much expertise available on this committee the suggestions and comments will certainly have a positive impact. The committee's willingness to assist New York Ag in the Classroom program was noted, and they be conferring with the program director to explore avenues where they might assist.

There is another program area being explored, which will be unveiled at the State Annual Meeting in December. This will enable the farm community to project an enhanced image and help send the right message. Stay tuned so that you are up to date with opportunities for you and for the entire agricultural community. There are several projects on the drawing board which will be evaluated and strategized in the coming months. If you have any suggestions, be sure to contact your District Representative on the NYFB State Promotion and Education Committee.