

Promotion & Education Committee Approves Annual Program for 2017

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In December, the New York Farm Bureau State Promotion and Education Committee discussed and approved their annual program. Some of the traditional items will be taking on an updated appearance! Here is a bullet listing. Mark your calendars and make your plans!

Reports & Scholarship:

- ◆ Quarterly Marketbasket Reports by Committee and volunteers, surveys on the NYFB Web
- ◆ Scholarship- funded by NYFB at \$1500/1200/1000

Showcase Events:

- ◆ Empire Farm Days – Aug. 7-10, 2017 – Our focus will be on pumpkins
- ◆ NYS Fair –Aug. 25 – Sept. 5, 2017 – Similar focus
- ◆ Lobby Days – Mar. 6-7, 2017- Commodity brochure use highlighted! We suggest that if needed, all order early so that copies are available @ 16¢ or download and print.

Conferences and Trainings:

- ◆ Celebration of Ag Conference and Committee Meeting- Mar. 30-31, 2017
- ◆ State Annual Meeting and Annual Business Meeting –Dec. 2017

Promotion & Education Programs and Goals:

- ◆ District Representatives will work with the counties within their District and support and encourage each county to host at least one activity
- ◆ Feed the Hungry – New Programs will be encouraged
- ◆ Journey Program can be used with the Feed the Hungry Program – Offer local presentations
- ◆ Ag Literacy Week – Volunteer!
- ◆ Local Markets – use and distribution of brochures and kiosk
- ◆ Placemat encouragement
- ◆ Facebook – Committee members should all post and invite “friends” – JoEllen has done a superb job! Patti Fisher is our new Committee Representative in charge. Thanks to all who have supported our page
- ◆ You Tube Videos – work with FFA Chapters for additional possibilities

Programs for use at the county level:

- ◆ Our Food Link - Revised
- ◆ Pizza Project
- ◆ Commodity brochures distribution and You Tube videos

Committee Project:

Articles to Share: Each Committee member has been assigned a month in which to provide a brief article of consumer interest of about 500 words. This will then be used in Grassroots, posted on the website and distributed throughout the Committee to be sent to local papers and used to heighten the awareness of all.