

Patti Fisher Appointed to the AFBF P&E Committee



AFBF President Zippy Duvall recently announced the appointment of the Patti Fisher to the National P&E Committee for a two-year term starting in 2018. The National Committee was started in 2015. The committee was formed with the mission to develop and centralize resources to inspire and equip Farm Bureau to convey the importance of agriculture.

The Promotion & Education Committee fills an important role in bridging the gap between farmers and consumers by providing tools and resources to other Farm Bureau members who are eager to help share agriculture's story.

The P&E Committee is appointed by the American Farm Bureau Federation president. Their roles and responsibilities include:

- Surfacing, prioritizing, and developing ideas for agricultural promotion and education
- Providing effective, practical tools for implementing grassroots projects
- Increasing opportunities for training volunteers to be effective agricultural advocates

Patti Fisher is the District 7 representative on the NYFB State Promotion & Education Committee and she facilitates the P&E Facebook page. Patti is also the First Lady of New York Farm Bureau, and her charm, calm demeanor, and wisdom are great assets to add to the National P&E Committee.

The Fisher family have operated Mapleview Dairy in Madrid, N.Y. for four generations. They crop 4,000 acres-plus of alfalfa, hay, soy beans, and milk 2,200 cows. Patti and David's sons, Jordan, and Jacob, both graduated from Cornell and are working in the family business.

As always, Patti has a busy schedule, including her position as the Supervisor of Instructional Technology for St. Lawrence-Lewis BOCES. Patti stated, "As an educator I believe knowledge is power thus my interest in the Pro Ed committee. I believe in educating the public, so they are informed consumers, not only of ag products, but of information published about agriculture, production, and the end products".

We are proud to be represented on the National P&E Committee by a competent and knowledgeable representative, and extend our thanks to Phyllis Couture, who has served and will be retiring from the Committee, as she has reached the term limit.