

Promotion & Education Resource Guide

This resource guide contains items useful in Ag-in-the-Classroom (AITC) presentations, county fairs, Project Rural Education Day's as well as any other activity educating consumers about agriculture. Thank you for taking an interest in educating others about Michigan's food and fiber industry.

Included in this guide is a sample letter directed to schools you may be interested in starting AITC activities with, Michigan agricultural facts and various books, videos, lesson plans, give-away items and additional agricultural resource contacts.

Good luck as you plan and conduct these events!

The following is a sample letter that can be used when corresponding with a school for an AITC lesson. Feel free to edit to your specific needs.

SAMPLE #1:

Dear (Superintendent or Principal):

We would like to request the opportunity to visit your school district to teach lessons related to agriculture.

Last year we taught a (lesson name) lesson, directed at the ___ grade. This lesson addresses strong science objectives including _____ and the _____. This lesson should fit well into your science curriculum. We would like to teach this water lesson in the ___ grade classrooms on (date).

We look forward to working with you and your staff to educate young people about the story of agriculture.

I have worked with (name) in planning and conducting this project in the past. If you have any questions on this activity feel free to ask (name) or contact me at

_____.

Sincerely,

(name)

Project Chairman

Promotion and Education

The purpose of the Michigan Farm Bureau Promotion and Education (P&E) Committee, according to MFB policy established at the 1986 annual meeting, is to be responsible for developing and carrying out projects and programs for all members of MFB. Such projects and programs include, but are not limited to, health and safety, leadership training, AITC, current agricultural issues, promotion of Michigan's food and fiber industry and consumer education.

What is P&E?

In 1986, the members of the MFB passed a resolution to start the P&E program.

P&E is a grassroots level program where volunteers get an opportunity to educate and promote agriculture in their local community. In addition to educating consumers of all ages, P&E programs inform farmers of issues that impact agriculture.

How does P&E work and who is involved?

Local agricultural leaders and MFB volunteers work together on targeted agricultural events. County P&E Committees partner with 4-H clubs, FFA chapters, schools, civic groups and more.

State P&E Committee

The state P&E Committee is composed of two members from each of the eleven MFB districts. The purpose of this committee is to provide a communication link between county Farm Bureau's and MFB. This committee of farmer volunteers provides input and direction to the state P&E program.