



Fresno County Farm & Nutrition Day

**“Planting a seed for the future...
while growing a healthy community
one at a time”**

Fresno County
Farm Bureau
Serving agriculture since 1917



December 5, 2011

Re: Seventh Annual Fresno County Farm and Nutrition Day set for March 23, 2012

Dear Agricultural Education Supporter,

The Fresno County Farm Bureau, Friends of the Big Fresno Fair and Big Fresno Fair are excited to prepare for the seventh annual Fresno County Farm and Nutrition Day for third-graders. This one-day, interactive educational adventure will be held at the Fresno Fairgrounds on Friday, March 23, 2012, from 8 a.m. to 2 p.m. This event is a direct result of the generosity of business and individuals in our community. Once again, we need your support to create a worthwhile event. Donations, both monetary and in-kind, of any amount, go a long way to help offset event costs.

Farm and Nutrition Day 2012 will provide facts about food and fiber production in Fresno County, with a focus on proper nutrition and healthy eating. This event will provide more than 100 third grade classes and teachers with the opportunity to become familiar with food, fiber and animal production, meeting one-on-one with farmers and ranchers, resource managers, educators, and food and agricultural industry representatives. More than 50 presenters will conduct hands-on activities, presentations and demonstrations.

Please use the attached form to indicate how you would like to become involved. Donations to the Farm and Nutrition Day are tax deductible by way of the Friends of the Fair, ID# 77-0441647, a non-profit 501(c)3 organization.

Donors will be recognized in advance publicity for the event, on signage at the event, in follow-up publicity about the event via FCFB's website, monthly newspaper *Agriculture Today*, weekly electronic newsletter *Ag Wire* and via news releases. There was extensive media coverage at the event last year, as well. Those donors who wish to remain anonymous will have their wishes honored.

If you have any questions or need additional details, please do not hesitate to contact me at the Farm Bureau office at (559) 237-0263 or via email: info@fcfb.org.

Thank you for your support of agricultural and nutrition education.

Ryan Jacobsen
Executive Director/CEO
Fresno County Farm Bureau
Phone: (559) 237-0263
E-mail: info@fcfb.org

Farm and Nutrition Day 2011 Quick Facts

The popularity of Farm and Nutrition Day continues to grow. Here are a few fun facts about the 2011 program:

- 19 schools throughout Fresno County participated;
- About 1,500 students participated;
- More than 60 individuals volunteered for the event;
- Demonstrations included sheep dog herding, dairy milking and animal care; and
- Substantial media coverage from local news stations and newspapers.

Farm and Nutrition Day has previously been the recipient of awards for outstanding agriculture and nutrition education, including: the Award of Merit for Special Event-Budget Over \$5,000, presented by Public Relations Society of America, Central California Chapter; First Place, Agriculture Education Program, presented by the 84th Annual Western Fairs Association Achievement Awards; and First Place, Non-Fair Event Sponsored by the Fairgrounds, presented by the 84th Annual Western Fairs Association Achievement Awards.



YES, count me in as part of the Fresno County Farm and Nutrition Day 2012!

___ I/we want to be a:

- Sponsor ___ busload(s) of students at \$350 each.
- Gold Sponsor – \$500+ Silver Sponsor – \$250 to \$499
- Bronze Sponsor – up to \$249
- In-kind Sponsor: *(please describe)* _____
Monetary value of donation: \$ _____

___ I am interested in working as a volunteer at the event; please send me additional details.

Please submit the following information:

Contributor name as it should appear in publicity: _____

Contact person: _____ Type of Business: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

- I wish my donation to remain anonymous.

Please make check payable to: **Friends of the Fair**. Donations are tax deductible. Please specify the name you would like on your receipt for IRS purposes. The Foundation's Tax ID number is: 77-0441647- A Non-profit Organization 501(c)3.

Mail check and this form to: Farm and Nutrition Day
c/o Fresno County Farm Bureau
1274 W Hedges Ave
Fresno, CA 93728.



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