



Fresno County
Farm Bureau

NEWS RELEASE

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Fresno County Farm Bureau launches new Web site

Serves as an agricultural informational resource for members and general public

Fresno County Farm Bureau has launched a newly designed Web site, www.fcfb.org, which will serve as a comprehensive online resource for farmers and ranchers, consumers, media, students and the general public.

The new Web site was unveiled at Fresno County Farm Bureau's Media Appreciation Night on Thursday, July 26 at the Clovis Rodeo Grounds.

The Web site features an easy-to-navigate format, providing pages about Fresno County agriculture, FCFB programs and activities, an Action Center for advocacy work on current issues, news and FCFB publications, membership benefits, and general and historical information about FCFB. Some of the special events having their own page include the Fresno County Farm and Nutrition Day, FCFB Annual Banquet, Media Appreciation Night, and FCFB's FACT Leadership Development Program.

The Web site also provides important links to other Farm Bureau Internet sites, including other county Farm Bureaus and the California and American Farm Bureau Federations. The design of the FCFB Web site complements the CFBF Web site, www.cfbf.com. The design concept was done by Fresh Air Media of Sacramento, with FCFB Administrative Support Coordinator Tami Farris doing much of the design work.

"We are pleased to provide this service to our members and the public," said FCFB Executive Director Ryan Jacobsen. "We are called often for information about

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Fresno County agriculture in general, as well as fielding questions about Farm Bureau and what it is doing on behalf of its members. This Web site helps us provide even more information to a wider audience,” Jacobsen said.

The announcement of the new Web site at the FCFB’s Media Appreciation Night was an appropriate venue to showcase the news resource for members of the media. The annual event acknowledges the working relationship between Farm Bureau and the local and regional media for its help in reporting about agricultural issues. Local reporters, editors and news team members from print and electronic media attended the event.

Fresno County Farm Bureau represents more than 5,000 members on air quality, trade, land use, water, labor and all agricultural related issues. Fresno County produces more than 350 commercial crops annually, totaling over \$4.8 billion dollars in gross production value in 2006.

For more information, visit www.fcfb.org.

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