

News Release



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FOR IMMEDIATE RELEASE

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Countywide Farm and Nutrition Day planned for April 4

More than 2,300 Fresno County third graders will participate

The Fresno County Farm Bureau, Fresno County Office of Education and Big Fresno Fair are hosting the third annual Fresno County Farm and Nutrition Day for third-graders from throughout Fresno County on Friday, April 4.

The one-day, interactive educational adventure will be held at the Fresno Fairgrounds from 8:30 a.m. to noon. More than 2,300 students and teachers have registered to attend.

The theme of the Farm and Nutritional Day is "Planting a seed for the future...while growing a healthy community one at a time." The day will provide facts about food and fiber production in Fresno County, with a focus on good nutrition and healthy eating. Farm and Nutrition Day will provide students and teachers with the opportunity to become familiar with food, fiber and animal production, meeting one-on-one with farmers and ranchers, resource managers, and food and agricultural industry representatives. Hands-on activities, presentations and demonstrations are being planned by the volunteers who have already committed to share their information and activities with students and teachers. Last year, more than 200 people volunteered to help at the event.

A big focus of this special event is the importance of making healthy food choices and good nutrition, much of which is provided on a daily basis by the bounty of diversified "food pyramid" crops and products produced in Fresno County.

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There are many ways to participate through financial donations, as a presenter, or as a volunteer. Donations are now being accepted to help fund the day's activities. There are several levels of sponsorship, including a donation of \$350 to help sponsor a "busload" of students to the event. "Because of the high costs of transportation, we are hoping to assist each visiting class with a monetary donation to help off-set some or all of the bus costs that day," said Ken Tatami, FCFB Ag Education Committee chairman.

Donations to the Farm and Nutrition Day are tax deductible by way of the Friends of the Fair Foundation, a 501(c)3. Donors will be recognized in advance publicity for the event, on signage at the event, and in follow-up publicity about the event via FCFB's monthly newspaper *Agriculture Toady*, and via news releases. Those donors who wish to remain anonymous will have their wishes honored, as well.

For additional details, please contact Tami Farris at the Farm Bureau at (559) 237-0263 or via email: tami@fcfb.org.

Fresno County is the nations' number one agricultural county, producing more than 350 commercial crops annually, totaling more than \$4.8 billion dollars in gross production value in 2006.

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