



News Advisory

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FOR IMMEDIATE RELEASE

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News resources and interviews to be available at FCFB Media Event

36th Annual Media Appreciation Night to be held July 30

Fresno County Farm Bureau's Media Appreciation Night, which is scheduled for Thursday, July 30, will feature not only the much-anticipated traditions of the annual event, but will offer several industry experts and interview opportunities on a variety of subjects, including water, drought and groundwater conditions; the transitions in the fresh fruit industry; rural crime prevention; dairy industry challenges; food distribution and community need; and agricultural safety / heat illness prevention programs. The industry experts will be available for interviews and background information from 5:30 to 6:45 p.m. at P-R Farms, 2917 E. Shepherd Ave., Clovis. The event is held from 5:30 to 9 p.m.

This year, FCFB is partnering with the Community Food Bank, which will have representatives and board members available to discuss the current need in Fresno County and programs available to help prevent hunger. In particular, the Food Bank will have on display the new Nutrition on Wheels program, equipped with a specially designed mobile van that offers on-site cooking and nutrition information for Food Bank recipients, providing information about how to prepare donated produce and other nutritious foods.

With the current economic recession and Valley water crisis, the Food Bank needs four million pounds of food per month to meet the needs of hungry families and individuals. Food Bank currently serves 21 percent of Fresno County residents and 50-to-80

(more)

percent of residents in drought-stricken west side communities, feeding about 70,000 people a week county-wide.

Also at the event, FCFB will announce the recipients of the 2009 Journalism Awards, which recognize excellence in reporting on agricultural issues from print, radio and television, and photojournalism from throughout the region. The presentation of the awards will occur at about 6:45 p.m.

One of the attractions of Media Night is the trailer full of fresh produce donated by Farm Bureau members for the media guests to take home. This year, additional farm donations have been collected to provide to the Food Bank.

The event is free to members of the media, and it's not too late to make a reservation. Visit www.fcfb.org to register, call the Farm Bureau office at (559) 237-0263 or email Liz Hudson at lizh@fcfb.org.

Fresno County is the nation's number one agricultural county, producing more than 350 commercial crops annually, totaling almost \$5.7 billion in gross production value in 2008. Fresno County Farm Bureau membership exceeds 4,800 members, part of a network of over 5-million Farm Bureau members nationwide.

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