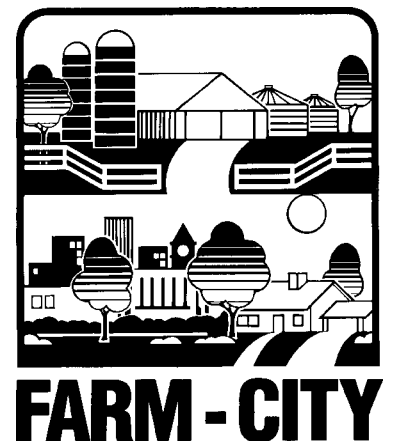


**Tips, tools
and ideas
for
organizing
a
successful,
local
farm-city
program**





Dear Friends:

Agricultural leaders and producers have a responsibility to help others understand the importance of agriculture to our everyday life. As our farm population becomes increasingly smaller this challenge becomes even greater. The following pages contain suggestions for a Farm-City Day — one way to help others learn about agriculture.

Farm-City Day is an event designed to further the belief that “One picture is worth a thousand words”. It takes place “down on the farm” where agriculture begins, where individuals can see, touch, hear, and sometimes taste to gain firsthand knowledge. Your event can be customized for your city, farm or region. This information is offered as a guide or starting point. But I do ask you to please pay particular attention to the safety section.

I was raised on a dairy farm and am married to a dairy farmer. In between I was involved in raising market hogs as well as cash grain. I currently have 32 years with Farm Service Agency and am the County Executive Director in Tioga County, PA. In 2000, our county successfully celebrated it's 10th anniversary of Farm-City Day with approximately 3000 persons in attendance at Sunset Mts. Farm in Wellsboro.

Whether your Farm-City program is just beginning or you already have a successful dinner or school promotion, you might want to consider having an “open house” type event on a farm. If so, I hope you will find this information useful – it has been gleaned from years of experience.

I wish you the very best in your promotions and am more than willing to answer questions or discuss ideas. I can be reached at 570-724-4812 (Ext 109) during the day or at 570-353-6367 in the evenings (EST). My email address is:
Sharon.Butters@pawellsbor.fsc.usda.gov.

Best wishes,

Sherri Butters
Chair, Tioga County (PA)
Farm-City Day
Member,
National Farm-City Council
Board of Directors

Welcome, and thank you for taking an interest in putting together a Farm-City event.

As Sherri points out in her letter, much of the materials in this brochure came from her years of experience in putting on Farm-City Day programs in Tioga County, PA. As such, you should find many ideas and suggestions for putting on a Farm-City event, whether it be large, as Sherri is used to managing, or a smaller, simpler program.

And that is perhaps a key, particularly to anyone who has never organized a program such as this in the past ... know your limitations and get a good handle on how much you can and cannot do getting started. If your Farm-City programs have been smaller, quieter affairs, you perhaps want to walk slowly into a larger event that draws thousands. Start a little smaller and grow into larger activities and events. This will give you experience and background that can be used to grow from one year to the next.

And, if you have questions or would like some clarification on a point or two, give a call to Sherri, or contact the National Farm-City Council at 630-637-0199.

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The National Farm-City Council

The mission of the National Farm-City Council is to strengthen the understanding of these farm-city connections. Currently there are Farm-City organizations in 49 states which sponsor events to promote understanding and increase cooperation between rural and urban residents.

The role of the Council is to provide materials and programs for student and adult consumers focusing on farm-city interdependence. Some of those materials include agriculturally-related educational and informational items targeted to school-aged children. Others include “How-to” information to assist local Farm-City event planners put on successful programs. This includes sample Farm-City proclamations, letters to editors, activity sheets, fact sheets, promotional scripts and general information about Farm-City.

If you are reading this brochure, you are more than likely considering sponsoring some type of Farm-City activity, whether large or small.

If you would like to know more about the National Farm-City Council, or would like to make a financial contribution to help us continue our efforts, we invite you to visit our web site at **www.farmcity.org**. Or, give us a call at 630-637-0199. We'd be glad to visit with you.

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The National Farm-City Council, Inc., is a 501(c)3 charitable educational organization under the Internal Revenue Service code.