

FARM-CITY CONNECTIONS

Fall 2004

A PUBLICATION OF THE NATIONAL FARM-CITY® COUNCIL

Farm-City® Week celebration Nov. 19 - 25, 2004

When the air becomes crisp, the fall harvest draws to a close, and preparations begin for Thanksgiving Day, the celebration of Farm-City Week can't be far behind.

To celebrate Farm-City Week, the National Farm-City Council will hold its annual banquet on Tuesday, November 16, 2004 in Kansas City, Missouri. The luncheon, as always, is dedicated to the hard-working state and local Farm-City organizations who so generously give of their time and talent to foster understanding of the links required to provide food and fiber to both rural and urban residents.

This year, the luncheon will be held in conjunction with the Agricultural Business Council of Kansas City. The Council, in affiliation with the American Royal Association, is an alliance of individuals, businesses and organization associated with the extensive agricultural industry of the Kansas City Region. The Council provides a forum for those involved in agriculture and related industries to get together and be heard, and to collaborate on common goals that will help define the future of agriculture in the Kansas City region.

Gene Hemphill, chairman of the National Farm-City Council, will be Masters of Ceremony. Noted farm broadcaster Jeff Nalley, who is currently president of the National Association of Farm Broadcasters, will deliver the keynote address, and will also auction off some celebrity-signed and fun items.

Plan now to attend! For reservations, contact Marsha Purcell by phone at the American Farm Bureau Federation at 1-800-443-8456 or by e-mail at marshap@fb.org.

National Farm-City Council Annual Luncheon

Kick off National Farm-City Week by enjoying a Thanksgiving meal while you celebrate the partnerships between farm and city that make our economy strong.

When: Tuesday, Nov. 16, 2004 11:30 a.m.—1:30 p.m. CST

Where: The American Royal Association

1701 American Royal Court
Kansas City, MO 64102

Hosted by the National Farm-City Council
in conjunction with the Agricultural Business Council of Kansas City

Master of Ceremonies: Gene Hemphill, Chairman
National Farm-City Council

Keynote Speaker: Jeff Nalley, President, NAFB

Cost: \$20 per person

Sponsor a table and support the Farm-City Council!
For \$250, sponsors receive special recognition from the podium, in the luncheon program, and on the website.

Please make your reservations by November 1, 2004
by contacting Marsha Purcell at the American Farm Bureau Foundation
at 1-800-443-8456 or marshap@fb.org

or send your check, payable to National Farm-City Council, Inc. to:

National Farm-City Council, Inc.
1501 East Woodfield Road, Suite 300W
Schaumburg, IL 60173-5422



Farm Broadcasters' president named keynote speaker

Jeff Nalley, president of the National Association of Farm Broadcasters (NAFB), will present the keynote address at this year's National Farm-City Luncheon. Jeff's 22-year broadcast career has taken him from the White House to farm houses across the Midwest. He's covered farm news from hundreds of counties and a number of foreign countries.

Jeff's roots run deep in agriculture. He would have represented the sixth generation of his family's farming operation. His love of the soil, experience in production agriculture and passion for the industry are evident in each of his daily farm broadcasts.

Jeff received the American Farmer Degree in production agriculture from the FFA as well as various local, state and national broadcasting awards. At 19, Jeff was the youngest recipient of the Kentucky Farm Bureau's Communication award. He has received the Meritorious Service Award from the United Soybean Board and was the NAFB East Region's Farm Broadcaster of the year in 2000. Jeff and his wife, Robin, have four children and live in Owensboro, Kentucky.

Jeff Nalley, farm broadcaster and NAFB president, will be the keynote speaker at the 2004 Farm-City luncheon.

MESSAGE FROM THE CHAIRMAN

Dear Farm-City Friends,

I can't think of a more pleasurable way to begin this greeting than to express my deepest appreciation to every single person who contributed to the National Farm-City Council this past year. Whether you are a Farm-City board member, financial supporter, volunteer, educator, elected official, government employee, or all of the above, your unique type of support is part of the total effort.

Occasionally, someone involved in the Farm-City effort will express concern to me that that are not pulling their weight – that they are not doing enough for the Council. On each occasion, I tell them they are wrong.

We all live in this fast-paced world of laptops, cell phones, hand-held computers, digital cameras and some gadgets that do it all. Yet, we seem to have more to accomplish with less time available to get the job done. So regardless of how much time you spend, you are still devoting some portion of your time to creating a greater understanding between the rural and urban sectors of our nation. No doubt, you are also involved in many other activities and organizations, and that makes your efforts even more appreciated.

So, again, I thank you. If you are taking the time to read this issue of *Farm-City Connections*, then you are involved in some way.

I am very happy about where we are at this point in time with the Farm-City Council. It has been a good year, perhaps the best year I have had during my tenure as chairman.

Just look at what is happening:

- You're reading a *Connections* newsletter that is a "first" in itself. It is the first Farm-City newsletter to be printed in full color. And I'm happy to say that there was no added cost.

Farm-City Connections is a publication of the

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Phone: 847.969.2974
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Visit our website at
www.farmcity.org

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

- Our new and improved Farm-City web site is up and running with creative layouts, exciting pictures, and more vibrant colors. Check it out at www.farmcity.org.
- I visited with entertainer Louise Mandrell earlier this summer at her theater in Pigeon Forge, Tennessee and she has agreed to continue serving as Honorary Chairperson of the National Farm-City Council. Performing in six shows a week makes her a busy lady, yet she finds time to help out with organizations that she truly believes in – the Farm-City Council and the Boy Scouts, to name just two.
- The November Farm-City Annual Luncheon is fast approaching and I am very pleased that my friend, Jeff Nalley, president of the National Association of Farm Broadcasters, will be the keynote speaker.
- Jeff has also agreed to play the role of auctioneer as we conduct our first Farm-City auction during the luncheon. First on the list of auction items will be a Farm-City shirt signed by Louise Mandrell. We are not trying to create a huge auction – just a few *unique* items. If you have any ideas, please contact Marsha Purcell or me and we'll take care of the details.

I can see that I am beginning to take up too much space in this issue of *Connections*, so I'll end my portion by saying, again – thank you so much for your support.

Sincerely,



(Left) Louise Mandrell takes time off from a Boy Scout activity outside her theater in Pigeon Forge, Tenn., to pose for a picture after she autographed a Farm-City shirt to be auctioned off at the annual luncheon in November.

(Right) Notice the flaw in the last "L" of Louise Mandrell's autograph. Farm-City Chairman Gene Hemphill is the culprit as he accidentally moved the shirt as Louise signed it. No one can say this signature is "rubber stamped"!

Family Farm Days attracts 11,000 visitors



(Left) Wagon rides are popular with visitors of all ages at Farm Day events. (Right) Nothing tastes better than this farm-fresh treat.

Although Lancaster County, Pennsylvania, is located within an easy car ride of a number of major cities on the East Coast, it ranks as the most productive non-irrigated farmland in the U.S. Gently rolling fields and residential developments peacefully coexist side by side.

Because of the mix of agriculture and industry, The Lancaster Chamber of Commerce feels it's important to educate people about the importance of all aspects of agriculture and the environment, and that's just what Family Farm Days, co-presented each year by Oregon Dairy, is designed to do.

Annual two-day event

Family Farm Days is an annual two-day event held each June at the Oregon Dairy in Lancaster, Pennsylvania. Visitors got an up-close look at the life of a cow, chick hatching, sheep shearing and other daily events down on the farm. This annual event regularly attracts close to 11,000 people of all ages for a fun day filled with hands-on experiences, educational exhibits, wagon rides, pony rides, food and more.

In addition to traditional farm activities, Family Farm Days showcased several new features in 2004: a live insect display courtesy of the "BugMobile™" and a Border Collie sheep herding demonstration.

As always, visitors enjoyed free ice cream and milk samples and a complete chicken barbecue meal for just \$3.



It's not a real cow, but visitors got to see plenty of real cows when they toured the Oregon Dairy.



(Left) Two young ladies demonstrate the fine art of sheep shearing for an enthusiastic crowd.



(Right) A mechanical squawking chicken delights these pre-school children.

Bringing the farm to the city

From the Montgomery County Farm-City Committee scrapbook...



Annual country carnival wows kids and parents

The Montgomery County Farm-City Council brought a taste of farm life to the city when it hosted a carnival on the grounds of the home office of ALFA Insurance Company in Montgomery, Alabama. With hundreds of people employed at this location, and with a day care facility right on the campus, there were plenty of enthusiastic children and their parents eager to participate in the festive country fair.

This was the third annual Farm-City festival for the Montgomery County Farm-City Committee, and the second time it was held at the ALFA Insurance campus.

From 4:30 p.m. to 7:30 p.m., Montgomery residents, ALFA Insurance employees and their families enjoyed the typical activities of a country fair: a hay maze; music provided by a local country western band; a petting zoo with horses, cattle and goats; a tractor display with new and antique tractors; hayrides and pony rides. The day was designed to entertain and educate, with a booth manned by volunteers who handed out brochures and answered questions relating to land conservation.

Amy Belcher, who coordinated the event, estimated about 500 people attended. "We're fortunate to have a lot of active Farm-City Committee members and lots of volunteers," says Amy.



"City" kids meet a Holstein for the first time.

MONTGOMERY COUNTY FARM-CITY COMMITTEE

Shannon Andress, Montgomery County Extension Office

Sabra Sutton

Julianne Hataway

Mike Henry

L.D. Fitzpatrick

Melanie Pelham, Water Works & Sanitary Sewer Board

Amy Belcher, Alabama Dept. of Agriculture

Jane Alice Lee

Garry Henry

J. B. Norman

Laslie Hall

April H. Jones, Natural Resources Conservation Service

Stacey Nestor, Department of Agriculture - Ag Statistics

Judy Rittenour

FUN FACTS

Test your knowledge of agri-facts with this quiz.

1. Of each \$1.00 spent on food, what is the farmer's share?

- A. 7 cents
- B. 15 cents
- C. 19 cents
- D. 32 cents

2. One bushel of wheat yields enough flour for how many loaves of white bread?

- A. 27 loaves
- B. 56 loaves
- C. 85 loaves
- D. 90 loaves

3. Out of every 100 jobs in the U.S., how many are related to agriculture and food?

- A. 2 jobs
- B. 9 jobs
- C. 13 jobs
- D. 17 jobs

4. A combine can harvest enough wheat for 70 loaves of bread in how many seconds?

- A. 5 seconds
- B. 9 seconds
- C. 14 seconds
- D. 18 seconds

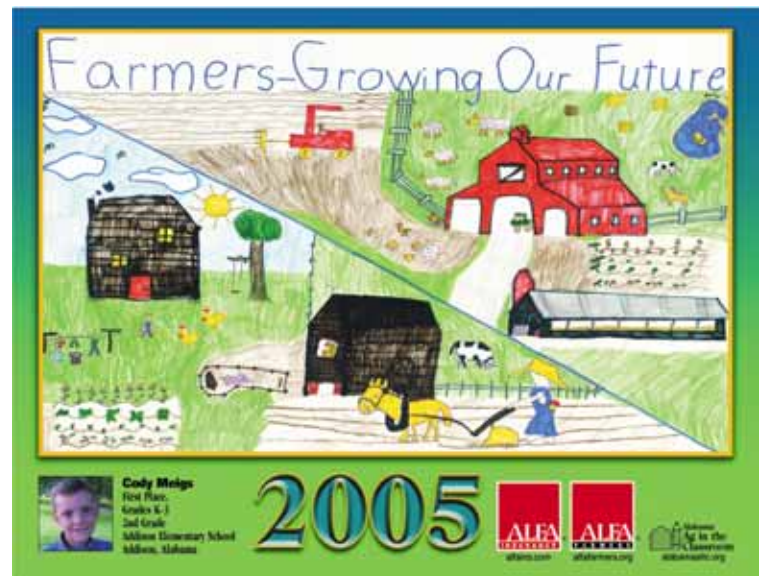
5. How many gallons of milk does the U.S. produce in a day?

- A. 17 million gallons
- B. 25 million gallons
- C. 36 million gallons
- D. 48 million gallons

Answers:

- (1.) C. 19 cents
- (2.) B. 56 loaves of bread
- (3.) D. 17 jobs
- (4.) B. 9 seconds
- (5.) D. 48 million gallons. That's enough to overflow 486 typical YMCA swimming pools!

Statewide Farm-City poster contest



The K-3 grade first-place winning entry in the 2005 Calendar Contest is Cody Meigs, a perky second grade student from Addison Elementary School in Addison, Alabama.

Students in grades kindergarten through sixth grade can use their creative talents to learn about agriculture as they compete to win a cash prize for themselves and their classroom in a poster contest sponsored by the Alabama Farm-City Committee.

The poster contest, sponsored by the Farm-City Committee of Alabama in cooperation with Alabama Ag in the Classroom, is a popular annual event, drawing entries from elementary school children in every county in Alabama. The theme for the 2005 calendars is "Farmers Growing Our Future."

Paul Till, Alabama State Farm-City Chairman, says, "This contest can provide a valuable learning and creative experience for every child who enters."

The contest starts at the county level. Till reports that one county may receive as many as 3,000 entries from the county public and private schools that participate. The county chooses a winner in each of the K-3 and 4-6 grade categories, and that entry then goes on to the state level for judging. To further the Farm-City message, the winning county posters must be displayed during the month of November in a shopping mall, library, retail business or other public place where residents can view them. Each county submits a winner in the K-3 and 4-6 grades categories, and the top state entries are published as a calendar that is sold at cost by county Farm-City Committees throughout the state.

Feature your community in the next Farm-City Connections newsletter!

Submit your Farm-City activity for the Spring 2005 newsletter by going to www.farmcity.org and click on "Contact Us."

For ideas and information, order your NEW Farm-City® Week Kit!

Looking for new ideas? Need some help organizing a local Farm-City® event? With the new, 2004 Farm-City kit, sponsoring an activity has never been easier!

The 2004 Farm-City Kit is brimming with new and updated materials as well as many items that have been successful in the past. From educational aids to posters to publicity materials, the new kit has samples of all the things you'll need to hold successful Farm-City activities.

Tools for the Classroom

• **New! Soybean: The Miracle Bean**

(Grades 4-6)

Worksheets, activity suggestions and lots of other information that teach science (plants), math (reading large numbers, graphing), social sciences (map skills) and language arts (research).

- Student activity sheets (Grades K-2)
"Who Does What" two-sided sheet with word games & puzzles
- Student activity sheets (Grades 3-6)
"A Day in the Life Of" two-sided sheet with word games & puzzles
- SLICE kit (Grades K-6)
(Student Lessons In Consumer Education)
Classroom activity kit on production to marketing
- "It's a Puzzlement Kit" (Grades K-6)
Classroom activity kit for grades K-6 focusing on products made from cotton, wool and leather.

Poster, Brochures, Flyers

New! Farm-City Poster

Four-color, 11" x 17" poster with the Farm-City logo, Farm-City Week dates, and space for local announcement of events.

New! Fact Cards

Newly updated tri-fold card with current facts about agriculture and the economy and where your food dollar goes.

- Farm-City history brochure
- Farm-City prayer card
- Farm-City stickers
- "What To Do?" poem
- "Get Your Popcorn" brochure
- Farm-City logo sheet
- Farm-City placemats
- Farm-city lapel pins
- Farm-City T-shirts

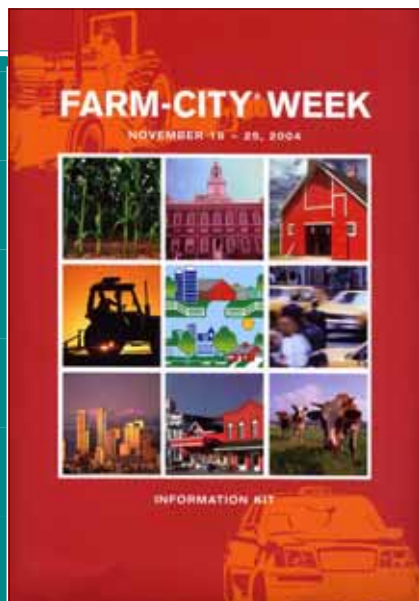
New! Local Publicity Packet

This packet contains the materials you'll need to get local publicity for your Farm-City activities, including:

- Public service newspaper ad
- Public service announcement broadcast scripts
- Camera-ready copy for public service print ads
- Sample proclamation
- Sample letter to the editor

Ideas, Tips, Etc.

- "Tips, tools and ideas for organizing a successful local Farm-City committee" brochure
- National Farm-City Council Recognition Program guidelines
- Updated state contact list



HOW TO ORDER FARM-CITY MATERIALS

The Farm-City Kit contains informational material and samples of the various items available to promote Farm-City activities. Materials in the kit can be ordered by mail. See the Farm-City website at www.farmcity.org for a complete list of materials.

FARM-CITY KITS

QTY.	PRICE	SHIPPING & HANDLING	
1	\$7.00	1-3 \$5.00	11-15 \$7.50
2-20	\$5.50 ea.	4-6 \$5.50	16-20 \$8.50
20+	\$5.00 ea.	7-10 \$6.50	20+ Call for pricing

Send a check or money order payable to National Farm-City Council to:
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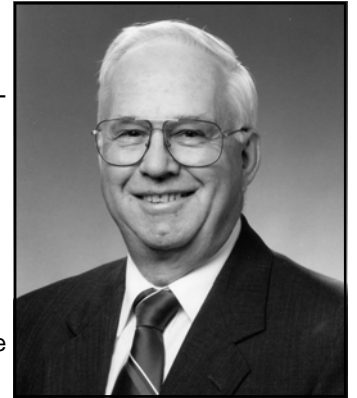
Soybean: The Miracle Bean

New teacher packet available from Farm-City Council

Did you know soybeans are used in products as diverse as crayons, cookies and car wax?

Because of the incredible versatility of soybeans, and the importance of soybeans in our daily lives, the latest teacher curriculum packet from the National Farm-City Council is appropriately titled *Soybean: The Miracle Bean*.

There are lots of facts and information about "The Miracle Bean" in this new teaching tool. Farm-City Council Board Member Jim Ebbinghaus gathered the background information for the packet about the miracle bean that is the third largest crop in the United States, just behind corn and wheat.



Jim Ebbinghaus, who is retired from a life-long career in the agriculture and machinery industries, assembled much of the information for Soybean: The Miracle Bean.

Curriculum packet

DeEtte Hayenga, a former classroom elementary school teacher from Illinois, assembled the information into a comprehensive curriculum packet for teachers. The objective of the packet is to help students in grades 4 to 6 become aware of the many uses of the soybean. The packet contains worksheets, activity suggestions and lots of other information that teach science (plants), math (reading large numbers, graphing), social sciences (map skills) and language arts (research).

Now available!

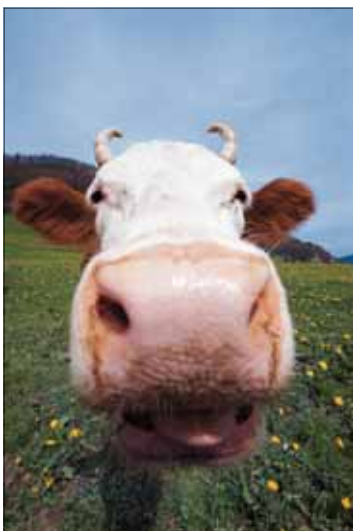
Soybean: The Miracle Bean is available from the National Farm-City Council for \$1.00 each plus shipping and handling.

Thank you, Farm-City Council supporters

A special thanks to the following individuals and organizations who have provided major financial support to the Farm-City Council:

Altria Corporate Services, Inc.
American Bankers Association
American Farm Bureau Federation
Association of Equipment Manufacturers
Farm Foundation
Gold Kist Foundation
Harris Bank
H.B. Fritz & Associates
National Corn Growers Association

"City folk" visit operating farm during Farm-City Day in Wisconsin



The 22nd annual Farm-City Day in St. Croix County, Wisconsin, provided a chance for local residents to get a close-up look at how a modern farm operates. Sponsored by the St. Croix County Extension and the Mitchell family, it was a chance for local residents to see one of the county's busiest and most successful farming operations. It was also a great opportunity for the "city folk" to learn and appreciate what goes on inside all those sheds, silos, outbuildings and farmhouses that dot the county's landscape.

Working farm on display

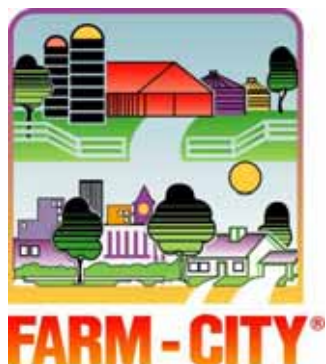
Hundreds of people turned out to see the Ter-Rae Farms dairy operation, take a look at exhibits, munch on deep-fried cheese curds, and get some hands-on experience with a functioning farm.

Hay wagons powered by vintage tractors provided transportation from the parking area. An antiques collector ground corn into cornmeal with a 1.5-horsepower corn grinder dating back to the early 1920's, and commercial organizations, from farm equipment dealers to the University of Wisconsin, set up displays.

Volunteers answer questions, offer insights

Trained volunteers were on hand to answer questions, offer insights into the operation of a modern farm, and explain the ins and outs of the calf hutches, dairy barn, milking parlor and other farm facilities.

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Tourism and agriculture meet in Florida



Osceola County, Florida, is the state's largest cattle-producing county, as well as a popular tourist area. The average Florida farm is 232 acres, while the average Osceola County farm is over 1,000 acres.

The Kissimmee/St. Cloud area in Osceola County, Florida is well-known as a popular tourist destination, but did you know Osceola County is also the home of huge cattle ranches and citrus groves?

Osceola County Extension



works with representatives from a variety of agricultural and community businesses in Osceola County to help local residents become more familiar with local agriculture and issues of interest to rural and urban residents, and to understand that the area's agriculture is more than just cattle and oranges. Agribusinesses include tissue culture plants, sod production,

retail and wholesale nurseries, watermelons, eggs, poultry, goats, sheep, hogs, timber, mulch, feed and fertilizer as well as aquaculture production of tropical fish and aquatic plants. Nursery production and landscape maintenance businesses have grown as the population in the area has increased in recent years.

To educate the population about the area's agriculture and build bridges with non-farm residents, the County Extension Service held their third annual Farm-City Days at the Osceola Heritage Park.

At the annual Farm-City Days, held during Farm-City Week in November, non-farm residents learn about farm-city connections through a variety of fun and educational activities including farm tours, educational displays and hands-on activities.

Osceola 4-H Council members organized fun activities for all ages including sack races, "cow chip" chucking, cow pie bingo, milking contest, and an orange juice squeeze off. As is fitting for Florida's top cattle producing county, a \$10 home-cooked steak dinner was also served.