

2024 ANNUAL REPORT



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE®



LETTER FROM THE CHAIRMAN, ZIPPY DUVALL

With an ever-growing public interest in how our food is grown, the American Farm Bureau Foundation for Agriculture's mission is as important as ever. Our Foundation is working to bring agricultural education to learners of all ages and to inspire the next generation of agricultural innovators.

Through captivating storybooks, engaging classroom resources and hands-on lessons, our Foundation team is producing the farm-fresh content educators across the country rely on. This past fall, we released an updated edition of our popular Food and Farm Facts, a go-to resource for sharing accurate information about agriculture with learners of all ages. We are excited for how the new books and pocket guides will be used to continue to share agriculture's story. Additionally, we published three new Ag Mags this year to help students learn about how rice and sugar are grown and to give them a behind-the-scenes look at where their favorite snacks come from.

Through the Foundation's publishing venture, Feeding Minds Press, we released a new title last spring, *The Soil in Jackie's Garden*, written by Peggy Thomas and illustrated by Neely Dagget. This book introduces young readers to gardening and composting and inspires them to be good stewards of the soil in their own backyards.

Our Foundation continues to be a leader in providing teachers with training and curriculum to take their STEM classes to the

next level. This year, we held our 15th On the Farm STEM® event in Kentucky, bringing teachers out to the farm to see how farmers care for their animals and produce nutritious and sustainable meat and dairy for our tables.

Our team is excited to build on these efforts and see agricultural education incorporated into STEM classrooms across the country. An exciting step we will be taking in 2025 is creating a system-wide connection between agriculture and science education, a way to further ag education and help students continue to connect the dots between agriculture and science. Our curriculum is already being recognized for excellence. Two of our high school science units about dairy were given the Next Generation Science Standards Design Badge. This is a real distinction in science education with only 11 curricula receiving this badge in 2024.

Across all the work of our Foundation, our goal remains the same: to help young people grow into informed consumers who understand what goes into growing a safe, sustainable food, fiber and fuel supply. We cannot do it alone, however. Our work is fueled by volunteers across the country, and the generosity of donors who partner with us.

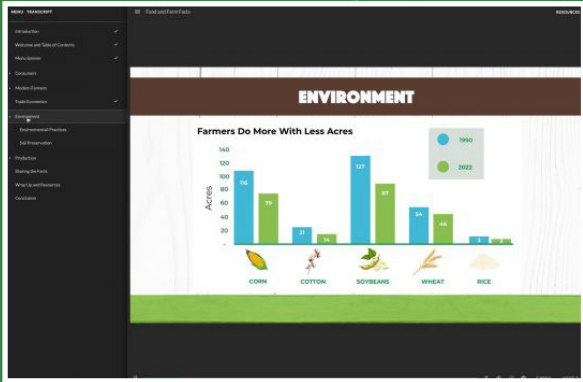
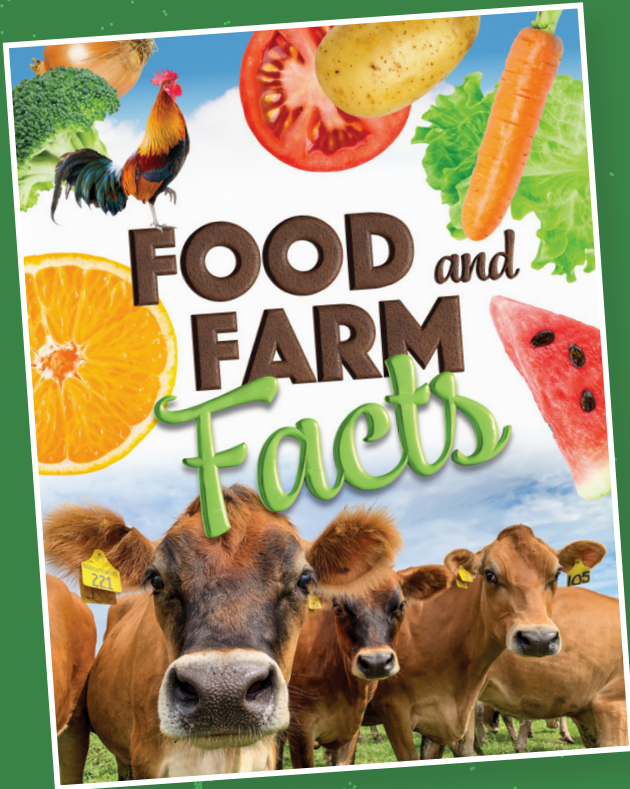
Thank you for helping us further our mission of agricultural literacy.

A handwritten signature in dark ink, reading "Zippy Duvall". The signature is fluid and cursive.

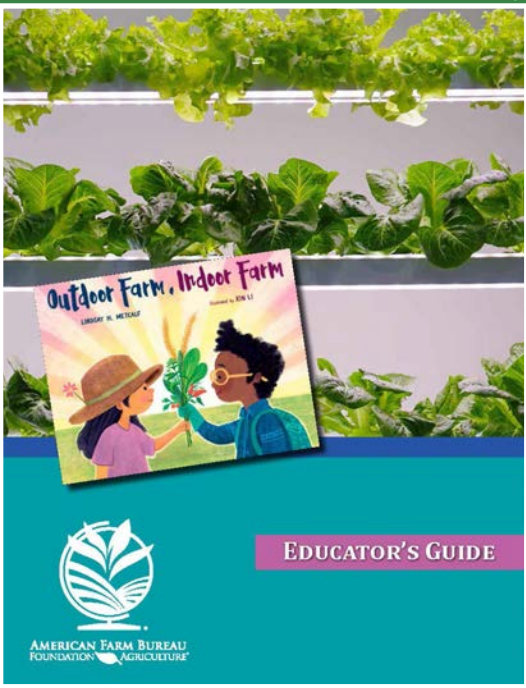
Zippy Duvall
AFBF President

**BUILDING AWARENESS,
UNDERSTANDING, AND A
POSITIVE PUBLIC PERCEPTION
OF AGRICULTURE
THROUGH EDUCATION.**

NEW RESOURCES



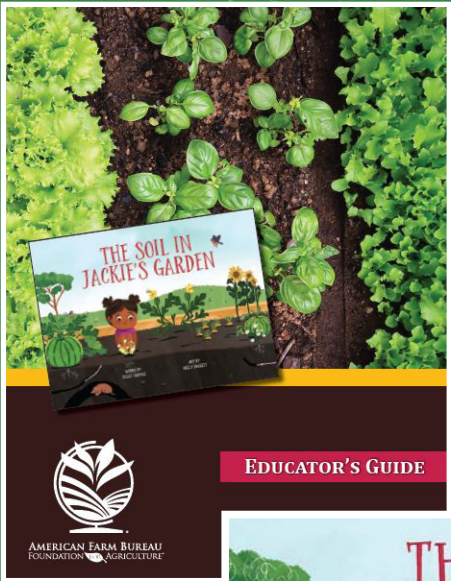
2024 Food and Farm Facts book and accompanying e-learning module



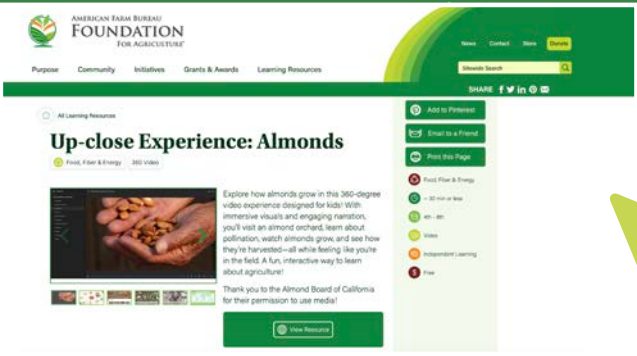
Outdoor Farm, Indoor Farm educator's guide
PDF download only



FEEDING MINDS PRESS



The Soil in Jackie's Garden educator's guide



All about Almonds e-learning module.

3 NEW AG MAGS



(grades 3-5)



(grades 3-5)



(grades K-2)

NOW WE HAVE OVER 40 AG MAGS!



LAUNCHED NEW STOREFRONT ON SHOPIFY

Offering more PDF downloads and print licenses

AWARDED \$5,000

in grants to county Farm Bureaus
through the White-Reinhardt Fund

CHRISTINA SUE LILJA RESOURCE GRANTS



100 educators
received \$100 to
the Foundation
online store



Two high school science units
about dairy were given the Next
Generation Science Standards
(NGSS) Design Badge. Only 11
curricula got this badge in 2024,
meaning it is of the highest
quality, and educators can feel
comfortable using the lessons
because they are vetted.



Sent 10 educators to
the National Ag in the
Classroom conference in
Salt Lake City through
White-Reinhardt
scholarships.



Beef On the Farm STEM Immersive experience
in Kentucky + virtual professional development.



Food and Agriculture Center for Science Education

The Food and Ag Center for Science Education
website features NGSS, science-based lessons.
Share with an educator you know!

Foodagsci.ed.org

First Foundation
GIVING DAY
raised over

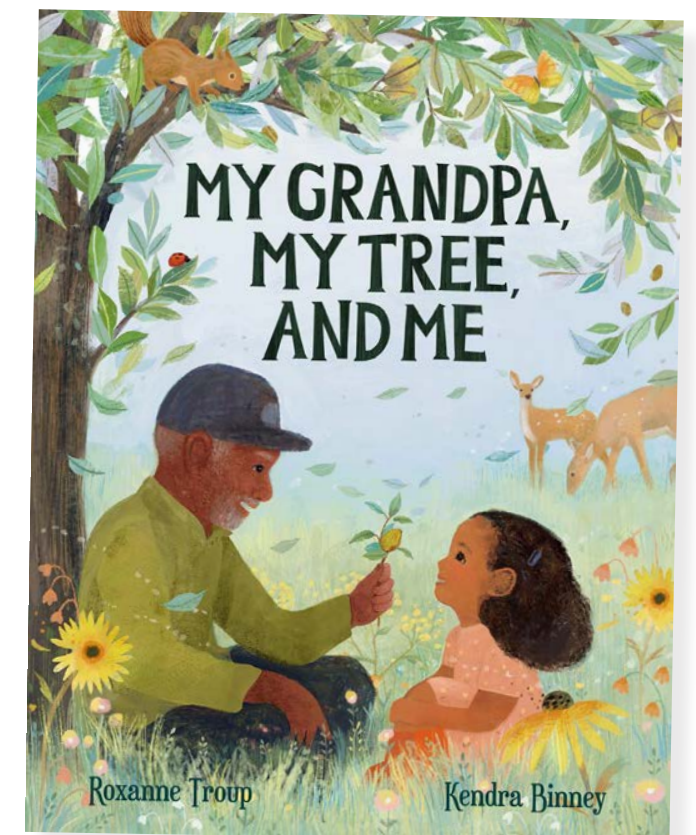
\$4,500

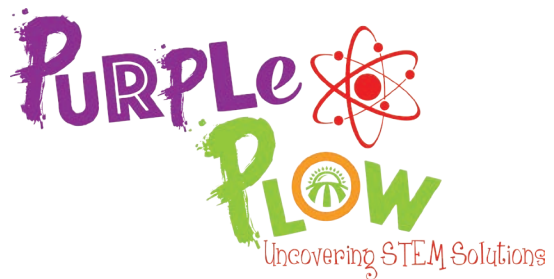
to support our ag
literacy efforts



The 2024 Book of the Year was *My Grandpa, My Tree, and Me* by Roxanne Troup! The book was accompanied by a new educator's guide and Ag Mag mini on tree nuts.

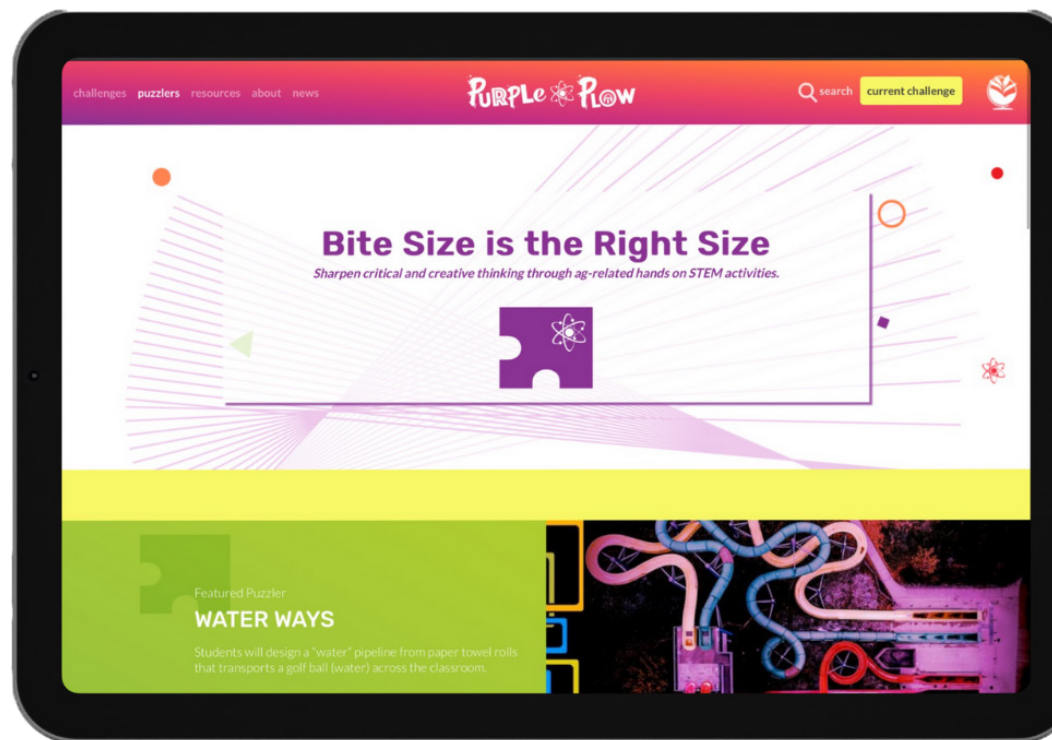
Thanks to a generous sponsorship from
Nationwide Insurance, 400 educators received
My Grandpa, My Tree, and Me educator packs!





Held 2 Purple Plow Challenges:
Spring “Waste Not, Want Not”
and Fall “Save the Soil.” Purple
Plow Challenges are free, maker-
space STEM challenges that
ask students in grades 5-12 to
help solve an issue agriculture
faces today. This project is made
possible by Corteva Agriscience.

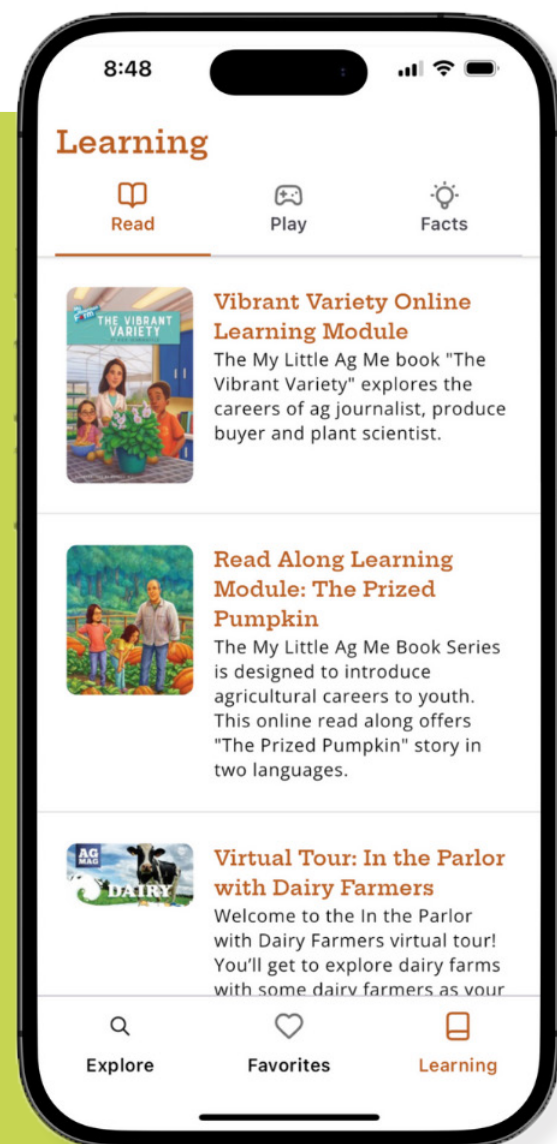
www.purpleplow.org



AMERICAN Farm Trail

Officially launched the American Farm
Trail app! This free app helps showcase
regional agritourism opportunities
while promoting ag literacy.

www.farmtrailapp.com



My American Farm

My American Farm has 27 free
interactive educational games about
agriculture, hundreds of lessons and
activities for educators, fair display
ideas, and more!

www.myamericanfarm.org



WHERE WE WENT

AFBF Annual Convention | Salt Lake City, UT
AFBF YF&R Conference | Omaha, NE
National Ag in the Classroom Conference | Salt Lake City, UT
National Cattlemen's Beef Association/CattleCon | Orlando, FL
National Council of Teachers of English | Boston, MA
National FFA Convention | Indianapolis, IN

National Science Teaching Association Conference | Denver, CO
National Science Teaching Association Conference | New Orleans, LA
On The Farm STEM® – Beef | Louisville, KY
On The Farm STEM® – State Affiliation (Beef) | Lewis County, NY
On The Farm STEM® – State Affiliation (Dairy) | Lansing, MI

AWARD WINNERS

THE SCHOLAR AWARD is given to 6 state Farm Bureaus – one from each membership group – and is awarded to the state Farm Bureau with the highest total donations in that membership group.

2024 Scholar Award winners are:

- Group 1: Delaware
- Group 2: Maryland
- Group 3: Pennsylvania
- Group 4: Oklahoma
- Group 5: Georgia
- Group 6: Illinois

THE APEX AWARD is given to state Farm Bureaus that give 10% more than they did the previous year. Individual donations, leader and challenge awards, and online auction purchases count toward that total.

2024 Apex winners:

- | | |
|-----------------|------------------|
| • Alabama | • Missouri |
| • Arkansas | • Montana |
| • California | • New Jersey |
| • Colorado | • New Mexico |
| • Connecticut | • New York |
| • Delaware | • North Carolina |
| • Idaho | • Oklahoma |
| • Indiana | • Oregon |
| • Iowa | • Pennsylvania |
| • Maryland | • Rhode Island |
| • Massachusetts | • South Carolina |
| • Michigan | • Virginia |
| • Minnesota | • Washington |
| • Mississippi | • Wyoming |

STATE LEADER AWARDS are presented to the state Farm Bureaus when each respective Farm Bureau board member donates at least \$50 to the Foundation.

The 2024 State Leader Award qualifiers are:

- Arizona Farm Bureau Federation
- Arkansas Farm Bureau Federation
- Delaware Farm Bureau, Inc.
- Florida Farm Bureau Federation
- Georgia Farm Bureau Federation
- Idaho Farm Bureau Federation
- Illinois Farm Bureau
- Indiana Farm Bureau, Inc.
- Iowa Farm Bureau Federation
- Kansas Farm Bureau
- Kentucky Farm Bureau Federation
- Louisiana Farm Bureau Federation
- Maryland Farm Bureau, Inc.
- Michigan Farm Bureau
- Minnesota Farm Bureau Federation
- Mississippi Farm Bureau Federation
- Missouri Farm Bureau Federation
- Montana Farm Bureau Federation
- New Hampshire Farm Bureau Federation
- New Jersey Farm Bureau
- New Mexico Farm & Livestock Bureau
- New York Farm Bureau, Inc.
- North Carolina Farm Bureau Federation, Inc.
- Ohio Farm Bureau Federation, Inc.
- Oklahoma Farm Bureau
- Oregon Farm Bureau Federation
- Pennsylvania Farm Bureau
- South Dakota Farm Bureau Federation
- Tennessee Farm Bureau Federation
- Texas Farm Bureau
- Wisconsin Farm Bureau Federation
- Wyoming Farm Bureau Federation

COUNTY LEADER AWARDS are presented to county Farm Bureaus when each member of that county board of directors donates at least \$25 to the Foundation.

The 2024 County Leader Award qualifiers are:

- Broward County Farm Bureau- Florida
- Catawba County Farm Bureau- North Carolina
- Dakota County Farm Bureau- Minnesota
- Elmore County Farmers Federation- Alabama
- Emanuel County Farm Bureau Inc.- Georgia
- Garfield County Farm Bureau- Oklahoma
- Minnehaha County Farm Bureau- South Dakota
- Sussex County Farm Bureau- Delaware
- Washington County Farm Bureau- Pennsylvania

CHALLENGE AWARDS are presented to Farm Bureau committees (national, state or county) or other groups, such as insurance agents, when 100% of that group donates at least \$25 to the Foundation.

The 2024 Challenge Award qualifiers are:

- | | |
|---|--|
| • American Farm Bureau Women's Leadership Committee | • Indiana Farm Bureau Women's Leadership Committee |
| • Arkansas Farm Bureau Women's Committee | • Louisiana Farm Bureau Women's Leadership Committee |
| • Arkansas Farm Bureau Young Farmers & Ranchers Committee | • Louisiana Farm Bureau Young Farmers & Ranchers Committee |
| • Colorado Farm Bureau Women's Leadership Committee | • Michigan Farm Bureau Promotion & Education Committee |
| • Delaware Farm Bureau Foundation | • Minnesota Farm Bureau Promotion & Education Committee |
| • Delaware Farm Bureau Women's Leadership Committee | • Minnesota Farm Bureau Young Farmers & Ranchers Committee |
| • Florida Farm Bureau Women's Leadership Committee | • Minnesota Farm Bureau Young Farmers & Ranchers Committee |
| • Florida Farm Bureau Young Farmers & Ranchers Leadership Group | • Oklahoma Farm Bureau State Women's Committee |
| • Garfield County Farm Bureau Women's Committee | • Tennessee Farm Bureau Women's Leadership Committee |
| • Illinois Farm Bureau Young Leader Committee | |



2024 DONORS

FOUNDATION STEWARD (\$100,000+)



FOUNDATION SHEPHERD (\$50,000 TO \$99,999)



FOUNDATION HARVESTER (\$25,000 TO \$49,999)



FOUNDATION GROWER (\$10,000 TO \$24,999)



2024 DONATIONS

FOUNDATION CULTIVATOR \$5,000-\$9,999

American Bankers Association
Farm Bureau Financial Services
John Deere
T-Mobile

FOUNDATION PLANTER \$1,000-\$4,999

Arizona Farm Bureau Federation
Arkansas Farm Bureau Federation
Delaware Farm Bureau, Inc.
Florida Farm Bureau Federation
Georgia Farm Bureau Federation
Great Hearing Benefits
Idaho Farm Bureau Federation
Illinois Farm Bureau
Illinois Farm Bureau Young Leader Committee
Mississippi Farm Bureau Federation
Native American Agriculture Fund
New Jersey Farm Bureau
New Mexico Farm & Livestock Bureau
North Carolina Farm Bureau Federation, Inc.
Oklahoma Farm Bureau
Oregon Farm Bureau Federation
Pennsylvania Farm Bureau
Texas Farm Bureau
Virginia Farm Bureau Federation
Brandon Bainer
Zippy and Jennifer Duvall
Timothy Green and Arlys Berg
Samuel Kieffer
Jerry and Dianne Newby
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Leandra Pritchard
Neil Taylor
Scott and Michelle VanderWal
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2014 Clarence H. Parton Jr. Trust
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Maryland Farm Bureau, Inc.
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FOUNDATION SUPPORTER \$250-\$499

Arkansas Farm Bureau Women's Committee
Catawba County Farm Bureau
Delaware Farm Bureau Foundation
Florida Farm Bureau Women's Leadership Committee
Florida Farm Bureau Young Farmers & Ranchers Leadership Group
Louisiana Farm Bureau Women's Leadership Committee
Louisiana Farm Bureau Young Farmers & Ranchers Committee
Minnesota Farm Bureau Promotion & Education Committee
Minnesota Farm Bureau Young Farmers & Ranchers Committee
South Dakota Farm Bureau Federation
Sussex County Farm Bureau

Wyoming Farm Bureau Federation
Jaiden Cain
Alan Clark
Fred Segal and Kathleen Dempsey
Debra Dunn
Margaret and Dale Gladden
Lauren Goble
Shelby Hagenauer
Denise and George Hymel
Cyndi and Ken Johnson
Steven Koeller
Katharine Leader
Daniel Meloy
Clarence Parton Jr
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Mikayla Paul
Emily Poe
Wayne and Irene Sprick
Josselinne Urizar Robles
Amanda Williams

FOUNDATION DONOR \$100-\$249

Elmore County Farmers Federation
Garfield County Farm Bureau
Garfield County Farm Bureau Women's Committee
Hertford County Farm Bureau, Inc.
Minnehaha County Farm Bureau
Minnesota Farm Bureau Federation
Washington County Farm Bureau
Glenn Ains
Roseann Alexander
Brian Anderson
Sydney Andrews
Erin Anthony
David Bailey
Kim Baker
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Julaine Bedminster

Indicates Foundation Seed Sower. Seed Sowers are donors that give on a monthly basis. To become a Seed Sower visit agfoundation.org/about/donate.

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MESSAGE FROM JULIA RECKO, MANAGING DIRECTOR

You may have given yourself a New Year's resolution. Maybe it was a fitness goal, a finance goal, or trying a new hobby – but we all know a new year comes with new opportunities for growth, advancement, and positive evolutions.

In 2025, the American Farm Bureau Foundation for Agriculture is also looking at positive advancement and growth, specifically in the science education space.

Our ag literacy work and accurate ag books for grades K-6 will continue, but as we look at the needs of the agricultural community and the impact we can have on building awareness and understanding of agriculture, we believe that expanding our focus in science education is the best course.

What does this mean?

Since 2017, we have created standards-aligned science units that use agriculture as a vehicle for teaching science concepts. Three of our units have been given top recognition for standards-aligned curricula, showing educators they are of the highest quality. Now, the Ag Foundation is ready to do more. Creating high-quality lessons across all subjects is still part of our plan, but we believe that working toward getting agriculture into science classrooms across the country is where we could have the highest impact.

What does that look like for 2025?

This work cannot be done overnight, but we believe that having an accurate understanding of agriculture can begin in the science classroom. As almost all high school students take a biology class, there is an excellent opportunity to reach many students across the country by working to get agriculture into these courses.

Can you help?

Yes. You can help right now.

- You can visit foodagsci.org and share the vetted and NGSS-badged curriculum with science educators in your area.
- You can sign up for the Foundation's e-newsletters to follow our progress.
- You can continue to support our ag literacy efforts with a donation.

Thank you so much for your continued support. We look forward to continuing to build awareness and understanding of agriculture through education, together.

Julia Recko
Managing Director





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