



2024 Connecting Communities

Based on the Michigan Farm Bureau Strategic Plan, the Voice of Agriculture Conference will not be held in 2024. Staff resources and the State Promotion & Education (P&E) Committee will support county Farm Bureau P&E outreach efforts for consumer audiences. In 2023, MFB P&E will launch templated examples for use in 2024.

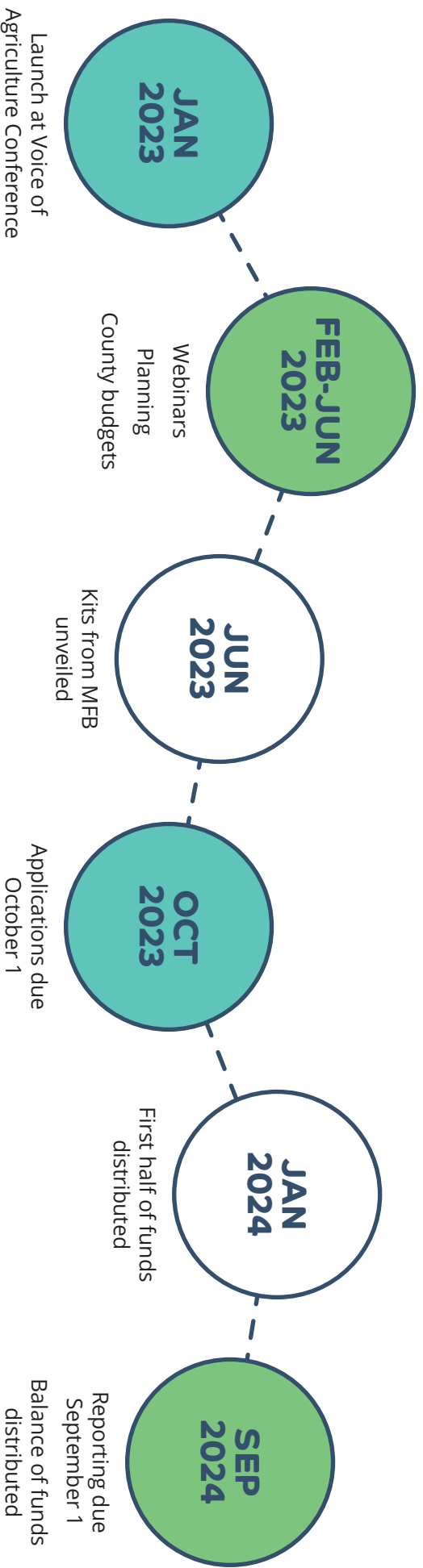
Program Tactics

1. In 2024, one statewide media campaign will be managed by state staff including online media outlets including social, streaming services and web placements.
2. In 2024, County Farm Bureaus will be able to draw-down non-competitive grant dollars for execution of local activities in the categories of "Connect and Celebrate" or "Explore and Learn," as outlined in the grant application.
3. In 2023, the State P&E Committee and P&E staff will launch templates and toolkits to assist county Farm Bureaus in reaching consumer audiences through the 2024 grants.

Grant Proposal

Each county Farm Bureau is eligible for up to \$1,000. Counties are encouraged to continue other P&E activities. These grant dollars may only be used toward activities in the two categories listed on the back. Programs targeted toward regular Farm Bureau members will not be funded. Additional funds could be budgeted at the county level to expand the program reach. Expansion of existing county Farm Bureau activities that fit within the grant categories would be eligible for a grant application.

Grant applications could be submitted in one of three formats: Each county could submit an individual grant application for their funds; counties could collaborate in pairs or other small groups; or districts could combine efforts to develop larger, district-wide plans and submit one grant proposal.



Connecting Communities Timeline

Connect and Celebrate

Explore and Learn

Celebrate Michigan agriculture by connecting with consumers for fun, social events. Invite consumers to the farm or meet them where they are with resources that highlight modern agriculture.

Ideas could include:

- Dinner on the Farm date night event
- Farmers Market educational event
- Project RED type event for adults
- Kit created by MFB: interactive display supplies (including but not limited to table-top display, interactive activity/game pieces, game card, trivia wheel, etc.)
- Handouts (base kit of 50)
- Promotional prize/trinket (kit of 50)

Connect and Celebrate

Help others explore the opportunities agriculture has to offer as a career and as cornerstone businesses in our communities. Connect at career fairs, grocery stores, service organization presentations and other community group connections.

Ideas could include:

- Farm tours for pre-career/career aged audiences
- Local economic importance of agriculture campaigns
- Social media "meet a farmer" posts
- In person, meet a farmer event
- Careers Kit from MFB
- Template PowerPoint presentation
- Promotional prize/trinket (kit of 50)