FOOD Brings Everyone to the Table

March 23, 2021
American agriculture is our country’s foundation.
Food brings everybody to the table.

The Agriculture Council of America celebrates the hard work and wholesome contributions of our country’s farms and farm families on National Agriculture Day—and has proudly done so for nearly 50 years.

Join leading agricultural companies and communities across the country to share the story of American agriculture. Check out our new events and take part in expanded opportunities to get involved.

In the months leading up to Ag Day, individuals involved in agriculture will work with schools, clubs and other community organizations to plan activities to recognize and celebrate the event.

The goal is simple: to establish—or enhance—the understanding of how food, fiber and renewable resource products are made, and through that understanding, build a growing appreciation for the contributions of agriculture as a:

• source for safe, abundant and affordable products
• positive force in the local, national and global economy
• vital part of meeting the growing global challenge of hunger
In the classroom

We also develop a full complement of educational resources to help build a better understanding of agriculture within the classroom. As fewer and fewer of our nation’s children have direct exposure to agriculture, these broader efforts to build that understanding take on even greater significance.

In the community

Each year, the ACA provides a comprehensive planning kit to help local organizers host successful events. Samples of successful events. Tips on timing. Suggestions on working with media. Templates for radio scripts, news releases and letters to the editor. The kinds of hands-on tools that help amplify the effectiveness of local efforts.

Ag Day Competitions Inspire the Future

Every year, Ag Day invites students across the nation to participate in competitions that celebrate the role of ag. Last year, hundreds of students participated. These contests include:

- ★ Ag Day Essay Contest
- ★ Ag Day Video Essay Contest
A NATIONAL DAY OF OBSERVANCE IN WASHINGTON, D.C.

In addition to the myriad grassroots efforts, there are a series of Ag Day events held in Washington, D.C., that enable agriculture, as an industry, to take its message to Capitol Hill.

**This effort, truly, spans the generations.**

**Student Hill Visits** — Approximately 100 student representatives from FFA, AFA, 4-H and MANRRS meet with congressional representatives and deliver the message of Ag Day.

**Ag Day Declaration Event** — This event brings together representatives of ag media and industry leaders to publicly celebrate the amazing role of agriculture. The national Ag Day Essay Contest winner will be honored.

**Additional Events** — Several agriculturally-focused organizations hold events all over the country in conjunction with Ag Day.
Approximately 100 students met in Washington, D.C., at the 4-H Center for message training followed by a morning of Hill visits. These students, representing FFA, AFA, 4-H and MANNRS, carried the message of Ag Day to the Hill.
United States Deputy Secretary of Agriculture Stephen Censky kicked off the afternoon with remarks detailing USDA’s launch of their new Youth and Agriculture website.

The Press Club event continued with a panel moderated by Deputy Secretary Censky, which featured student panelists from college and high school.
The Celebration of American Agriculture Reception at the Capitol Visitor Center kicked off Ag Day events. This reception was attended by approximately 200 congressional staff members and industry representatives.
INSPIRING A NEW GENERATION OF AG CHAMPIONS

Eli Mittermeyer, Lorraine, Illinois, was awarded a $1,000 prize as the winner of the 2020 National Ag Day Essay Contest.

“The food we enjoy at our table exists because of the dedication of America’s farmers and ranchers.”

Samantha Gerges from Mansfield, Texas, was honored as the 2020 National Video Essay Winner. Her video focused on how agriculture is the backbone of our nation.
National Ag Day posted just over 100 messages on Facebook in early 2020. These posts generated nearly 200,000 impressions and featured a healthy 2.2% rate of active user engagement (likes, shares, comments).

Negative feedback to these posts was virtually non-existent (or about 0.02%).

Over the same period, just under 100 Tweets earned an additional 158,000+ impressions. User engagement was slightly lower at just under 1%. Negative feedback to these posts was virtually non-existent (or about 0.02%).
As a leader in the industry, you can take an active role in shaping the public’s perception of agriculture by being a part of Ag Day. Ag Day sponsors are involved in helping shape the event from the earliest planning stages each year.

To secure your position, visit agday.org or call (913) 491-1895.

Nearly $\frac{2}{3}$ of the audience is female.

Nearly $\frac{3}{4}$ between the ages of 25 and 55.
## AG DAY SPONSORSHIP LEVELS AND BENEFITS

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| Ag Day Contributor  | - Company logo and name featured in a special sponsors’ recognition ad in the April 2020 issue of *Agri Marketing* magazine  
- Company logo featured on Ag Day website  
- Use of the official Ag Day logo in your publications, advertising and communications | Under $5,000          | Under $2,500              |
| Ag Day Supporter    | **All of the above, plus:**  
- Prominent signage and other materials with your logo at events held in Washington, D.C.  
- Company logo featured on Ag Day printed materials                                                                                      | $5,000 Cash or in-kind | $2,500 Cash or in-kind   |
| Ag Day Champion     | **All of the above, plus:**  
- Special tailored press kit to promote your Ag Day sponsorship  
- Complimentary quarter-page ad in the Ag Day Declaration Event program guide  
- Mention of your organization in press releases, media materials and social media                                                          | $10,000 Cash or in-kind | $5,000 Cash or in-kind   |
| Ag Day Partner      | **All of the above, plus:**  
- Complimentary half-page ad in the Ag Day Declaration Event program guide  
- Partnership in planning National Ag Day Events  
- Opportunity to be a guest blogger on the Ag Day website                                                                                  | $20,000 Cash or in-kind | $10,000 Cash or in-kind   |
| Ag Day Platinum Partner | **All of the above, plus:**  
- A chance to introduce a speaker during one of the Ag Day activities                                                                   | $30,000+ Cash only    | $20,000 Cash only         |
THANK YOU to Our 2020 National Ag Day Sponsors!

National Ag Day is supported by the generous contributions of individual members, organizations, foundations and businesses. Please join us in thanking our 2020 sponsors for their support.