

Our Food Link

In 2014, Our Food Link will replace Food Check-Out Week as a supported program of the American Farm Bureau Women's Leadership Committee. Our Food Link is a year-round program that county and state Farm Bureaus can use to effectively reach consumers of all ages and backgrounds with information about today's agriculture.

This outreach is more important than ever because the average American is now at least three generations removed from the farm. In fact, farm and ranch families make up at least 2 percent of the U.S. population. Building a connection based on shared values is important to Farm Bureau families which is why the AFB Women's Leadership Committee invites all members to consider participating in Our Food Link activities this year.

This event planning toolkit packet is to offer possible suggestions for events and assist you with your planning and organizing. I hope you and your county will find it useful.