

# Ag Literacy Week

September 14-18, 2020

## **Purpose:**

To increase understanding, build awareness and develop a positive public perception of Indiana agriculture through educational efforts.

## **Goals:**

- Recognize the production and processing cycles of food, fiber and renewable resource products.
- Discover how science plays an important role in our food production with the acknowledgement of safe, proven and necessary scientific advancements.
- Awareness of career opportunities in the agriculture, food, fiber and renewable resource industries.

## **2020 Ag Literacy Week Programming:**

- Promote Indiana Farm Bureau Book of the Year; *Popcorn County: The Story of American's Favorite Snack* by Cris Peterson.
- Utilize the activities from the 2020 Book of the Year, Educator Guide.

## **Weekly Plan – Ideas to Tackle Ag Literacy Week!**

### **Monday: Make a Donation Monday**

- Kick off the week by MAKING A DONATION of agricultural literacy books to a local school, library, local hospitals, nursing homes, etc.

### **Tuesday: SHARE THE FACTS – Teacher Resource Tuesday**

- Share agricultural literacy resources with classroom teachers ([Various Ag Mags](#), [Ag Today](#), [eLearning and AgBytes](#), [Food and Farm Fact Books](#)).

### **Wednesday: Indiana Farm Bureau Book of the Year – Popcorn County: The Story of American's Favorite Snack by Cris Peterson.**

- Share the Educator guide with local classrooms ([BOTY20](#)).

### **Thursday: Popcorn!**

- Select an after-school program and/or an elementary classroom to provide a popcorn lesson kit.

### **Friday: Promote Agriculture Careers**

- Reach out to your local schools to post materials related to [careers in agriculture](#) (Posters, handouts, flyers, create a bulletin board at a school, local library or town hall). Request permission for items to remain posted for a week.