

WHAT'S GROWIN' ON?

FIELDS OF INNOVATION

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 1407
SACRAMENTO, CA



2600 RIVER PLAZA DRIVE #220
SACRAMENTO, CA 95833-3293

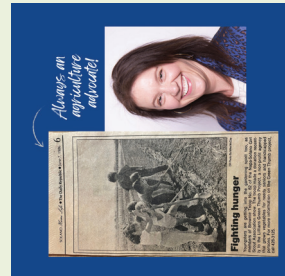
ADDRESS SERVICE
REQUESTED

NEW EXECUTIVE DIRECTOR

California Foundation for Agriculture in the Classroom is excited to announce our new Executive Director, Becca Whitman.

Becca served on the AITC board for the past six years, and comes into this role with over two decades worth of strategic business and community partnership experience. From director level positions with a major grocery retailer to managing a professional baseball team (yes, you read that right), Becca thrives on creating and building relationships. She's also passionate about the importance of teachers and students knowing how California commodities get from farm to you.

"First, there is a grit, and a passion, that surrounds agriculture and the people who work tirelessly to feed and clothe us. I think everyone should be aware of, and learn more about, that work ethic. Second, if we don't know how things are grown, produced, and supplied to us, how can we appreciate it? It's imperative that the youngest to oldest learners understand what goes into the food system around us. Third, it's incredible that California produces so much food. That needs to be shared," she explained. What also needs to be shared? The Ag in the Classroom message. It's in that spirit that Becca thrives. She's eager and open to collaboration that will bring agriculture into more classrooms throughout our great state. Perhaps you'd like to support our programs with sponsorship or funding. Opportunities abound. Contact her at becca@learnaboutag.org.



State is known for. From drones and self-driving tractors to robot harvesters and precision agriculture, where farmers use data and new

technology to ensure their farming practices are efficient, there's a lot to learn!

Help us get this timely resource into the hands of even more students by sharing with a classroom teacher or by sponsoring a school-wide distribution. We provide free classroom sets to all California educators. Contact us at info@learnaboutag.org or 916-561-5625 for more information. 🌱



NEWSLETTER FOR FRIENDS AND SUPPORTERS OF AGRICULTURE IN THE CLASSROOM

Fall 2024



READY TO LAUNCH

Drum roll please! Our Knowin' What's Growin' site is up.

This exciting new mobile website helps users identify what's growing throughout the Golden State. No more confusing crops or perplexing produce as you pass California commodities growing along the roadways. The website reveals what's growing, the crop's production practices, commodity and nutritional value.



a teachers' guide aligned to California Teaching Standards.

The next step is to test the site with 1,600 California fourth graders and teachers. Will the interactive website increase knowledge of specialty crops? We think so. Take a spin on the new site yourself and remember to use it on your next trek on the highways and byways of California. Let us know what crops you saw! 🌱

The goal? Increase specialty crop awareness and consumption among California's students and teachers, starting with fourth graders. Research shows that over 90 percent of children under-consume vegetables and 60 percent under-consume fruit! Increasing fruit and vegetable consumption in children could help improve overall health and reduce the risk of chronic diseases in adulthood.

Years in the making and funded via a Specialty Crops Block Grant through the California Department of Food and Agriculture, this interactive, fun and informative site is loaded with geo-specific crop information and kid-friendly recipes, along with

KNOWIN' WHAT'S GROWIN'

Check out the website!



VISIT US ONLINE AT WWW.LEARNABOUTAG.ORG!



BARNRAISER - \$75,000 & UP

Raley's

HARVESTER - \$50,000 & UP

The James G. Boswell Foundation

CULTIVATOR - \$25,000 & UP

Oreggia Family Foundation
Elizabeth and Robert Reniers
Stater Bros. Charities
Zenith Agribusiness Solutions

SEED SOWER - \$10,000 & UP

Blue Diamond Growers
Farm Credit: AgWest Farm Credit, American
AgCredit, CoBank, Colusa-Glenn
Farm Credit, Fresno Madera Farm
Credit, and Yosemite Farm Credit.
George and Ruth Bradford Foundation
Grand National Foundation
Grimmway Farms
J.R. Simplot Company
McDonald's
Orange County Farm Bureau
Sustainable Futures Fund
Sutter Health
Syngenta Crop Protection, LLC
US Bank

PLANTER - \$2,500 & UP

California Beef Council
California Cotton Alliance
County Line Farming Co., Inc.
Dawson Ranch
E. & J. Gallo Winery
Elio and Joy Rodoni
Gorriall Ranch
Grow West - Headquarters
J. Trolan Family
Los Angeles County Farm Bureau
Maureen Tolson
Pacific Coast Producers
PGIM Ag Finance
R Gorriall Ranch Enterprises
Sacramento Literacy Foundation
Sacramento Region Community Foundation
Scott Bros. Dairy Farms
The Albert & Rina Brocchini Family Foundation
The Finch Family Foundation
The Wonderful Company Foundation
Thornton S. and Katrina D. Glide Foundation
Vaquero Foundation
Vino Farms, LLC
Warne Family Charitable Foundation
Wilbur-Ellis

HONOR ROLL - \$1,000 & UP

Raley's
4 R Farming, Inc.
Akin Ranch
Anne Epstein
Anthony Costa & Sons

ASP Farm Services, LLC
Associated Feed & Supply Co.
Atwood Ranch
Avellar-Moore Farms, LP
Booth Ranches, LLC
Button & Turkovich, LLC
C.A. Webster Foundation
C.B. Nichols Egg Ranch
CALAMCO
Cal-Bart Orchards, Inc.
California Cantaloupe Advisory Board
California Fresh Carrot Advisory Board
Catlett Warehouse
Caviglia Brothers
Central California Irrigation District
Chino Valley Ranchers
Clendenin Orchards
Cypress Abbey Company
David J. Elliot & Sons
DM Color Express, Inc.
Ecke Family
Eloise Pound
Eugene Duncan
Farmers Warehouse
Garton Tractor, Inc.
George Swaner
Hohberg Poultry Ranches
Holt of California
Hunn and Merwin and Merwin, Inc.
J.R. Simplot Company
James and Anada Cooper
Judith McBean Foundation
Kautz Family Farms
Kevin and Bea Olsen
Lake Road Grizzly Ranch
Land O'Lakes
Lovelace & Sons Farming
Martha Deichler
Mary Nash
Michael Rue
Nancy Orear
Nationwide Agribusiness
Parsons Farms
Patricia McDaniels
Pauli Ranch
Pioneer Equipment Co.
Placer County Farm Bureau
R & F Ranch
Richard and Patricia Shade
Rubin Seeds, LLC
San Joaquin-Stanislaus Cattlemen's Association
Shade Farm Management, Inc.
Stendrup Ag Partners
Stephen and Janet Waltz
Steve E. Park Apiaries, Inc.
Steward Ag Services
Tauzer Apiaries
Teresa Basgall
The Bertha and John Garabedian Charitable
Foundation
Tovar Family LP
Tyler Metz
Vrbas Vineyards
Western Valley Insurance Associates
Wilbur-Ellis

TASTE AND TEACH

Avocados are being embraced in Becky Van Nest's Sacramento elementary school classroom. Nearly 100 miles away, students are being introduced to California commodities they had no idea grew here.



"Almost all my students come from non-agricultural backgrounds and often have a lack of awareness of where their food comes from. I love incorporating a nutrition component into these lessons," said Amanda Bailey, a Junior High teacher in Ceres.

Taste and Teach makes this all possible.

Going on its seventh year, this program, sponsored by Raley's, Stater Bros. Markets, and California Foundation for

Agriculture in the Classroom, offers teachers throughout the state the opportunity to "Taste and Teach" different California commodities.

Selected teachers received a \$100 gift card to Raley's, Bel Air Markets, and Nob Hill or Stater Bros. Market grocery stores to purchase featured California-grown commodities each month. Teachers also received a binder full of free resources and instructions on how to lead students in a taste test while meeting California Academic Standards.



Taste and Teach resources are accessible and free, year-round, to all. Discover the resource by scanning the QR code. 🌱

STORY WRITING CONTEST

Who's next? Calling all 3-8 grade writers.

The Imagine this... Story Writing Contest is our decades long contest where students write stories (real or imagined) based on accurate information about California agriculture.

One winning author is selected from each grade and high school art students illustrate the tales resulting in stories and related illustrations being published in the annual Imagine this... book. Authors and illustrators travel to the State Capitol in March to be recognized and celebrated during National Ag Week.



Scan the QR code to learn more or submit a story. 🌱



We are California Foundation for Agriculture in the Classroom (CFAITC). Our mission is to increase awareness and understanding of agriculture among California's educators and students. Our vision is an appreciation of agriculture by all.

We are a 501 (c) (3) organization.

WWW.LEARNABOUTAG.ORG

BOARD OF DIRECTORS

Shannon Douglass President <i>Douglass Ranch</i>	Bobbin Mulvaney <i>Mulvaney's B&L</i>
Shaun Crook 1st Vice President <i>Crook Logging, Inc</i>	Ron Peterson <i>Peterson Family Farms</i>
Correen Davis <i>Gorriall Ranch</i>	Jane Roberti <i>Roberti Ranch</i>
Ken Dey <i>J.R. Simplot Company</i>	Kenny Watkins <i>Watkins Ranches</i>
Sandy Fiack <i>Zenith Agribusiness Solutions</i>	

STAFF

Becca Whitman <i>Executive Director</i>	Jennifer Harrison <i>Communications Coordinator</i>
Mandi Bottoms <i>Curriculum Specialist</i>	Morgan Nunes <i>Outreach Coordinator</i>
Alyssa Boydstun <i>Administrative Assistant</i>	
Amanda Fletcher <i>Administrative Coordinator</i>	