

JOIN US *as we* celebrate...

## San Francisco Farm Day

Gardens, goats, bees and trees are just a few segments of California agriculture that will make for a diverse experience for thousands of students at elementary schools in the San Francisco Unified School District and at the Cow Palace in Daly City on October 20, 2011. San Francisco Farm Day is the event where it all began for California Foundation for Agriculture in the Classroom 25 years ago—and we are thrilled to be welcomed back!

More than 25 schools and 10,000 students have enthusiastically registered to participate—and we will host thousands

*"The Cow Palace is honored to partner with California Foundation for Agriculture in the Classroom celebrating 25 years of excellence in agriculture education. As a venue for agriculture, arts, education and entertainment spanning eight decades, we can appreciate this milestone anniversary and are proud to be a part of the memorable events," said Seth Doulton, Grand National Manager.*

more with farm day activities at the Cow Palace for private and homeschool students. Volunteers are needed to ensure a success! Following our San Francisco Farm Day activities, we'll enjoy a barbecue at the Cow Palace to celebrate 25 years of agriculture education for students and teachers in California. General admission is \$50 with a fair market value of \$40. Volunteers may request complimentary tickets. To sign up as a volunteer or to request tickets, please visit [www.LearnAboutAg.org/bbq](http://www.LearnAboutAg.org/bbq).

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## San Francisco Farm Day—Oct. 20

With only weeks until San Francisco Farm Day, all of us at California Foundation for Agriculture in the Classroom are gearing up to celebrate 25 years of bringing new experiences, fresh information, and an ag perspective to an entire generation of California students. We have partnered with the Cow Palace to host San Francisco Farm Day activities and our Silver Anniversary BBQ this coming October.



KENNY WATKINS,  
CHAIRMAN OF THE  
BOARD

The Cow Palace is a long-standing supporter of agriculture education in San Francisco and throughout Northern California. Like many of you, I have fond memories of showing cattle at the Cow Palace as a child and young adult. It has been the home of many irreplaceable experiences that have played a monumental role in shaping my career as an ag leader.

We invite all of you to join us on October 20 at the Cow Palace and at school sites around San Francisco to mark this milestone in connecting urban students with the true origin of their food and fiber.

Please visit [www.LearnAboutAg.org/anniversary](http://www.LearnAboutAg.org/anniversary) to view the many ways you can participate in this historic event and support the future of agriculture in our state. 🌱



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# hands on agriculture

GROWING... WITH YOUR SUPPORT.

September 2011

## Back to School Means Learning About Ag

The beginning of each school year is always an exciting time for students, educators, administrators and anyone involved in a child's education. At California Foundation for Agriculture in the Classroom, we look forward to the first days and weeks of school knowing there are classrooms of California students embarking on the next step of their educational adventure.



GUADALUPE  
LANDEROS  
AUTOGRAPHS  
HER WINNING  
STORY IN A COPY  
OF "IMAGINE THIS...  
STORIES INSPIRED BY  
AGRICULTURE."

Our free, standards-based materials present a true-to-life teaching approach that incorporates choices, topics and challenges that students will face as they enter adulthood. "These materials are relevant, beyond compare," says third grade teacher, Sherrie Taylor Vann of Williams, CA. "Aside from meeting state standards and being enjoyable for my students, Ag in the Classroom resources present a slice of reality that the kids can truly appreciate."

Thanks to thousands of dedicated teachers, the 2011-2012 school year will provide an opportunity for young people across our state to learn about the people and practices behind the food, fiber, flowers, forestry, and fish products we all rely on and enjoy in our daily lives.

With your support, CFAITC provides valuable resources for K-12 educators and their students, all developed to help support agricultural literacy with engaging and memorable activities—allowing students to consider how farming and ranching is important to their own lives, their families, their communities and the world. 🌱



### Upcoming Events:

September 24, 2011  
Teacher Conference  
AGRIscapes

October 19, 2011  
Teacher Conference  
Cow Palace

October 20, 2011  
San Francisco Farm Day

Silver Anniversary BBQ  
at the Cow Palace

VISIT US ONLINE AT [WWW.LEARNABOUTAG.ORG](http://WWW.LEARNABOUTAG.ORG)!



Since the inception of our Foundation, 25 years ago, we have had many partners and sponsors graciously donate to our vision of an agriculturally literate California. One of our original partners, the California Beef Council, was by our side at school sites a quarter century ago to support the original San Francisco Farm Day. Since then, they have provided generous annual donations, and this year have stepped up in a big way to support our 25th Anniversary by pledging \$10,000 towards San Francisco Farm Day in October.

"Our values at the California Beef Council are exceptionally aligned with that of CFAITC. It's imperative that we educate today's youth about where their food comes from and the importance of agriculture in their everyday lives," said Christie Van Egmond, Associate Director of Marketing and Public Relations. "Our shared audience and similar message has allowed us to create a very strong and unique relationship to reach classrooms with a unified, positive message about agriculture and food production. We value our history with Ag in the Classroom and are looking forward to helping create an unforgettable San Francisco Farm Day, and to working with CFAITC in the years ahead."

The California Beef Council provides a variety of teaching kits aligned to California Content Standards, fact sheets, handouts and brochures, and for many years have donated educational resources, given workshops, and led hands-on activities at CFAITC conferences throughout California. CFAITC and the Beef Council have also worked together on developing multiple lesson plans and units, featuring beef, by-products, nutrition and energy, and CFAITC's *Food Safety From Farm To Fork* interdisciplinary work booklet for students in grades 5-7.

The California Beef Council was established in 1954 to improve the marketing climate for beef through promotion, research, education and public information programs.



## A Harvest of Resources for Teachers

At CFAITC, we are always grateful for the opportunity to share our resources and our message with new audiences. We are thrilled with the growth we have experienced in our 25 year history, and are particularly excited to encourage agriculture education to be used as widely as possible.

One of our longest-running and most valuable programs is the University Student Teacher Program. Throughout the year, we travel to California university campuses to present an overview of resources and opportunities to classrooms of college students on course to become classroom teachers.

We provide agriculture presentations at universities in San Francisco, Los Angeles, San Jose, and many more, where we speak to up-and-coming educators in the most urban cities in the United States. Face-time

with future teachers attending these institutions is invaluable. There is no better time or place to introduce the concept of agriculture education and the variety of our supportive resources than when student teachers are beginning their classroom careers.

Currently, our organization's resources and programs are utilized in hundreds of California schools, through teachers, administrators, volunteers, and partnering organizations. We foresee continued growth thanks to your kind donations and support of our efforts.

If you are aware of a university that would benefit from a presentation, please let us know by calling (800) 700-AITC (2482) or by emailing [info@LearnAboutAg.org](mailto:info@LearnAboutAg.org).



**In Memoriam**  
Clifton Oliver Johnson  
October 2, 1919 -  
July 27, 2011

*The California Foundation for Agriculture in the Classroom wishes to express sincere condolences to the family of Clifton Oliver Johnson.*

*Clif was an avid supporter of Ag in the Classroom. Through generous donations his legacy of teaching the children of California will carry on for years to come.*

*Clif is survived by his wife of 65 years, Barbara Morrison Johnson.*



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