

IMAGINE THIS...

Story Writing Contest



The *Imagine this...* story writing contest promotes a positive learning experience that incorporates reading, writing and the arts, and furthers the understanding of agriculture for students. Each year, six California students become published authors, after being named state winners of CFAITC's *Imagine this...* Story Writing Contest.

The six winning essays are illustrated by high school art students and professionally published in a book entitled *Imagine this...* Stories Inspired by Agriculture.

Winning students, their parents and teachers, along with the high school artists will be recognized at an awards ceremony on March 21 in the Governor's Council Room at the California State Capitol.

If you are interested in becoming a sponsor of the *Imagine this...* Story Writing Contest, please contact Judy Culbertson at Judy@LearnAboutAg.org.

Message from Jim Hicks

When I was first introduced to California Foundation for Agriculture in the Classroom in the mid-1990s, it was "love at first sight" for me. My commitment and belief in the strength of this program has most recently prompted me to accept a position as a member of the board of directors for CFAITC, for which I am deeply honored.



JIM HICKS,
BOARD MEMBER

I frequently travel between my office in Orange County, and my home in Los Angeles County. Between these two locations, there are approximately 12 million people within a 50-mile radius. In this area of urban sprawl, we have a second and in some cases, a third generation of kids with no ties to agriculture or the farm. These kids think their food comes from the supermarket, and that there's always plenty of it.

That's where the Agriculture in the Classroom program shines. The California Foundation for Agriculture in the Classroom programs are well-designed, effective programs which will pay good dividends for years to come.

This program is a gift that keeps on giving. Many of the students will go on to become community leaders, and both the teachers and their students become enthusiastic supporters of the benefits of agriculture for the rest of their lives. 🌱

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February 2012

hands on agriculture

GROWING... WITH YOUR SUPPORT.

Celebrating National Agriculture Week!

Helping California students understand where their food and fiber comes from is the focus of California Foundation for Agriculture in the Classroom's (CFAITC) celebration of National Agriculture Week.

CFAITC will pay tribute to California agriculture with two special events. The proceeds from the events will support the development and distribution



of free, agriculturally based resources for students and teachers throughout the state. A Northern California event will be held on March 9, at the Old Sugar Mill in Clarksburg, just 15 minutes south of Sacramento. Wines from seven wineries will be featured along with chef stations prepared by American River College culinary arts students. A Southern California event will be held April 14, at the South Coast Winery Resort & Spa in Temecula and will feature a wine tour, tastings and gourmet food paired with award-winning wines.

"CFAITC works to create a better awareness and understanding of agriculture by both educators and students by connecting them with the industry they rely on everyday," said CFAITC executive director Judy Culbertson.

With your support, CFAITC will continue its more than 25-year tradition of developing free classroom materials and valuable training opportunities for students and teachers in classrooms across the state. For event sponsorship or ticket information, please visit LearnAboutAg.org/naw or call (800) 700-AITC. 🌱



upcoming events:

National Agriculture Week Celebrations

The Old Sugar Mill
March 9, 2012

South Coast Winery
Resort & Spa
April 14, 2012

Capitol Ag Day and
Imagine this... Ceremony
March 21, 2012

Zenith Insurance Company Agribusiness Solutions

As we celebrate National Agriculture Week, it is fitting to recognize a company that has worked to support the agricultural literacy efforts of the California Foundation for Agriculture in the Classroom (CFAITC).

In 2011, Zenith provided support as a major donor by sponsoring CFAITC's silver anniversary. Their donation was used to help fund several anniversary events including San Francisco Farm Day where volunteer teams of farmers, ranchers and industry professionals provided animal displays, classroom presentations, and school garden workshops to nearly 10,000 San Francisco students at 25 elementary schools. An additional 700 students participated in farm day activities at the Cow Palace.

Craig Thomson, executive vice president of Zenith, serves on the CFAITC board of directors. Zenith encourages and supports their employees to give back and be involved in organizations outside of their corporate responsibilities. Craig said his decision to be involved with CFAITC was easy. He has been familiar with the organization for many years and proud of the work CFAITC does to bring agriculture into the classrooms and lives of California students.

"What better way to give back than to be involved with Ag in the Classroom? Their program is fundamental to the next generation of students. CFAITC educates students about where their food and fiber comes from while teaching how important the agricultural industry is, not just to California, but also to their families and themselves," Craig said.

For more than 60 years, Zenith Insurance Company has helped California agricultural businesses protect their employees from workplace injuries in the state where their roots have been planted since the beginning. Zenith believes that production of food and agricultural commodities to feed the world is more than just a job, it's a way of life.



CFAITC would like to thank Zenith Insurance Company and its Zenith Agribusiness Solutions division for its continuous support over the years and continued dedication to agricultural literacy. 🌱



San Francisco Farm Day

San Francisco Farm Day was a huge success. Nearly 10,000 San Francisco Bay Area students had the opportunity of a lifetime when California agriculture was showcased on 25 school campuses and at the Cow Palace as part of San Francisco Farm Day. This would not have been possible without the more than 300 farmers and ranchers who gave their time and generous support.



San Francisco Unified School District

Principal In-Service
Volunteer Training
96 Livestock Animals
300 Volunteers
School Assemblies
Classroom Presentations
What's Growin' On? in SF Chronicle to 26,000

Cow Palace School Tours

700 Students
Six Educational Exhibits
Cotton Rosser and Grand National Rodeo
Queen Holly Kucera lead tours

Silver Anniversary BBQ

Karen Ross and Fiona Ma
Michael Marks Emcee
Auction Results: \$6,000

Press Mentions

AgAlert®
Assemblywoman Fiona Ma's Community Column
California Farmer
California Cattlemen
California CattleWomen, Inc.
California Women for Agriculture
CBS Radio
County Farm Bureaus
Daily Democrat (Woodland)
San Francisco Chronicle
San Francisco Examiner
San Mateo Times
Sing Tao Daily
World Journal



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Thank You



CFAITC would like to thank the Organizing Committee of the California Ag Summit for their continued support of the Foundation and agricultural literacy efforts.

For information on the 2013 California Ag Summit please visit,
CalAgSummit.org