



# Ag Day will be celebrated

March 20 marks the first day of spring.

It falls during National Ag Week, March 14-20, a time when producers, agricultural associations, corporations, universities, government agencies and countless others across America gather to recognize and celebrate the abundance provided by American agriculture.

As the world population soars, there is even greater demand for the food, fiber and renewable resources produced in the United States.

The National Ag Day program believes that every American should:

- Understand how food, fiber and renewable resource products are produced
- Value the essential role of agriculture in maintaining a strong economy
- Appreciate the role agriculture plays in providing safe, abundant and affordable products
- Acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resource industries.

Agriculture provides almost everything we eat, use and wear on a daily basis and is increasingly contributing to fuel and other bioproducts.

Each year, members of the agricultural industry gather together to promote American agriculture.

This effort helps educate millions of consumers each year.

By far, the most effective part of this program is the role you play in helping spread the word.

A few generations ago, most Americans were directly involved in, or had friends involved in, agricultural related endeavors.

Today, that is no longer the case. That is why it is so important that we join together at the community level.

Our voices, in concert, become

a shout that carries our message a great deal further than any one of us can do alone.

We are pleased that you have joined this effort to promote American agriculture.

Here are just some of the key reasons why it's important to recognize, and celebrate, Ag Day each year:

- Increased knowledge of agriculture and nutrition allows individuals to make informed personal choices about diet and health
- Informed citizens will be able to participate in establishing the policies that will support a competitive agricultural industry in this country and abroad.
- Employment opportunities exist across the board in agriculture, including: farm production, agribusiness management and marketing, agricultural research and engineering, food science, processing and retailing, banking, education, landscape and architecture, urban planning, energy and other fields.
- Beginning in kindergarten and continuing through 12th grade, all students should receive some systematic instruction about agriculture
- Agriculture is too important to a topic to be taught only to the small percentage of students considering careers in agriculture and pursuing vocational agricultural studies
- Agricultural literacy includes an understanding of agriculture's history and current economic, social and environmental significance to all Americans.

This understanding includes some knowledge of food, fiber and renewable resource production, processing and domestic and international marketing.

For more information about National Ag Day, visit <http://www.agday.org/>.



## Council hopes to promote Ag Day

The Agriculture Council of America (ACA) is energizing its Ag Day promotions in 2010. Committee members hope to reach a wider audience with this year's theme: "American Agriculture: Abundant. Affordable. AMAZING."

As usual, the annual celebration of ag takes place in March. National Ag Week is March 14-20, 2010, with National Ag Day celebrated on the final day, March 20. Ag Day partners are John Deere and Archer Daniels Mid-

land (ADM), along with a host of other sponsors.

Many of the Ag Day events and resources traditionally used to deliver agriculture's message to consumers across the country and decision-makers in our nation's capitol will remain the same. But this year Ag Day is also going viral.

The committee will launch a blog, video and social media campaign to reach more people than ever.

"The focus for 2010 and be-

yond is to capture the attention of consumers who think they have no relationship to agriculture," said Linda Tank, Ag Day committee chairman.

"Our new campaign reinforces that American agriculture is a part of all of us," he said.

Ag Day will also be celebrated in Washington, D.C., with an Ag Day Luncheon and Celebration of Ag Dinner on March 18, with the Secretary of Agriculture as the featured guest.

As part of Ag Day, the Ag Coun-

cil organizes an essay contest and also fully sponsors 50 outstanding student representatives from across the country to participate in activities on the Hill.

The students—from FFA, 4-H and AFA—put a face on the future of agriculture and help personally spread a message of awareness to lawmakers and other national leaders.

For more information on Ag Day, please visit [www.agday.org](http://www.agday.org).

## Ag Day facts explained

### What Is Ag Day?

It's a day to recognize and celebrate the abundance provided by agriculture. Every year, producers, agricultural associations, corporations, universities, government agencies and countless others across America join together to recognize the contributions of agriculture.

### When Is Ag Day?

Ag Day is celebrated on March 20, 2010 - the first day of spring. National Ag Day falls during National Ag Week, March 14-20, 2010.

### Who Hosts Ag Day?

The Agriculture Council of America hosts the campaign on a national level.

However, the awareness efforts in communities across America are as influential - if not more -

than the broad-scale effort. Again this year, the Ag Day Planning Guide has been created to help communities and organizations more effectively host Ag Day events.

### What Is Ag Day All About?

Ag Day is about recognizing - and celebrating - the contribution of agriculture in our everyday lives.

The National Ag Day program encourages every American to: Understand how food and fiber products are produced.

Value the essential role of agriculture in maintaining a strong economy.

Appreciate the role agriculture plays in providing safe, abundant and affordable products.

**Why Celebrate Agriculture?**

Agriculture provides almost everything we eat, use and wear on a daily basis. But too few people truly understand this contribution.

This is particularly the case in our schools, where students may only be exposed to agriculture if they enroll in related vocational training.

By building awareness, the Agriculture Council of America is encouraging young people to consider career opportunities in agriculture.

Each American farmer feeds more than 144 people... a dramatic increase from 25 people in the 1960s. Quite simply, American agriculture is doing more - and doing it better.

As the world population soars, there is an even greater demand

for the food and fiber produced in the United States.

### What Can I Do to Help?

Put simply, get involved! Your participation in Ag Day is critical in helping us spread this positive message about agriculture.

If you are interested in planning an event, download your Planning Guide today. Of course, there are other ways you can lend your support, including sending a letter to your local newspaper, calling your Congressional representatives or simply sharing information about agriculture with youngsters in your community.

### Where Can I Find More Information?

Contact the Agriculture Council of America at (913) 491-1895. Or use our online contact form.

Proudly Supporting All Area Farmers

**Moffet Drug Pharmacy**

102 S. State Norton, Kansas

Phone: 785-877-2721  
TOLL FREE: 800-810-2721

We Salute the Area Farmers during National Agriculture Week

**Gall Motor Company and New Look Body Shop**

808 N. State Street - South of Stoplight Norton, Kansas — 785-877-2812

Proudly Supporting All Area Farmers

**19¢ Foot Rebuilds**

Regular or Flat Channel-New or Rebuilt

**LASER EQUIPPED MACHINERY**

**Larry Sumner Terracing**

**FREE ESTIMATES**

785-871-0711 OR 785-693-4566 - Norcatur, KS

Proud of all the Area Farmers... Have a Safe 2010 Harvest

**NCH Doctors Clinic**

Norton County Hospital  
102 E. Holme, Norton, KS  
Phone 785-877-3351

711 N. Norton, Norton, KS  
Phone 785-877-3305

HERE'S TO GOOD FARMING!

We Applaud Everyone Involved in Agriculture

**ENGEL'S SALES AND SERVICE**

209 West Lincoln, Norton, KS • 785-877-3391

Thank You Area Farmers

**SEE US FOR ALL OF YOUR FARM FILTER AND PARTS NEEDS**

**Roy's Sales & Service**

16684 US Highway 36, Norton, Kansas  
Phone: 785-877-5824

We Salute the Farmers of America!

**McMullen & Wyatt Auctions and McMullen Real Estate**

113 N. State  
NORTON, KANSAS  
785-877-3299

Prairie Land Electric Cooperative Salutes Area Farmers

We All Appreciate Your Hard Work and Dedication

**NATIONAL Agriculture Week**  
MARCH 14-20

**PRAIRIE LAND Electric Cooperative, Inc.**

14935 US Highway 36  
Norton, KS 67654  
785-877-3323 or 800-577-3323  
[www.prairielandelectric.com](http://www.prairielandelectric.com)

SALUTING OUR AREA FARMERS

**Ag Valley CO-OP**

Conveniently located to serve our producers

**Main Office: Edison, NE**  
800-228-1352

**Norton, Kansas 67654**  
Elevator 877-5131 or 877-5135  
Blend Plant — 877-5900  
Station — 877-5188