

Connecting Consumers to Agriculture

Restaurants throughout California now feature a new activity booklet designed to educate and entertain young patrons as they wait for their food. The "Farmology" restaurant booklet has taught more than 60,000 children how farms contribute to a healthy diet and lifestyle.

The "Farmology" booklet cover explains, "farmers produce food, fiber, flowers and forest products for your family. Another activity page directs "find all of the ways that farmers care for our environment, plants and animals."

The booklet was created as a partnership with the Agricultural Awareness and Literacy (AAL) Foundation, California Grown and California Women for Agriculture and is promoted by the California Restaurant Association.

The restaurant booklet is part of a broader "Farmology" consumer education initiative. The AAL Foundation is developing an interactive, easy to navigate, website that "edutains" visitors as they learn about the importance of protecting our domestic farming industry. The same key messages will also be shared through a hands-on, interactive traveling exhibit designed for fairs and museums.

"Consumers need to hear the same basic messages that encompass all of agriculture and promote how farms benefit each of us daily," described Denise



Skidmore, president of the Agricultural Awareness and Literacy Foundation. "Farmology teaches how:

- Local family farms provide security for our food, fiber, flowers, forest, fuels and pharmaceuticals.
- Farms and agriculture industries contribute to our economy.
- Farmers care for our environment and provide productive open landscapes.

These are the reasons why it is important to buy California Grown and protect farmland." Denise continued, "We hope agriculture can unite to support promoting these messages."

"Farmology" is the consumer farm connection education program of the Agricultural Awareness and Literacy Foundation (AAL). California Women for Agriculture, the largest all-volunteer agriculture organization in California, established the AAL charitable foundation to support consumer educational

efforts in 2000. The non-profit foundation is a 501(c)3 and works closely with California Women for Agriculture. The organization is interested in partnering with all facets of agriculture to promote a united message.

For more information contact Denise Skidmore, dskidmore@farmology.com, or www.farmology.com 209-631-4146

How can you help?

- Ask your local restaurants to offer the complimentary "Farmology" booklets for their young patrons. Order by contacting Farmology at www.farmology.com
- Send digital pictures of crops from seed to packaged products for the website. If you have pictures to share; please contact Denise Skidmore at dskidmore@farmology.com
- Donate to the AAL charitable foundation to support Farmology consumer education.

Farmology
5527 White Crane Rd
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Children and adults can learn about agriculture in restaurants while they wait for their food.



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