



Thank a Farmer Event Guide & Template

Overview: "Thank a Farmer" is a flexible, community-driven Promotion & Engagement event aimed at connecting consumers with the people who grow their food. Whether your county wants to go big or keep it simple, this guide is a "plug-and-play" template designed to help districts and counties across Idaho host an impactful, personalized event.

GOALS:

- Celebrate and thank local farmers.
 - Engage the public with real conversations about agriculture.
 - Showcase Idaho agriculture in a positive, educational light.
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Suggested Locations:

- A high-foot-traffic area in town (e.g., a main street, community park, or outside a busy grocery store)
 - Farmers markets
 - Community events or festivals
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Core Event Elements (Mix & Match Based on Local Needs):

- 1. Farmers & Ranchers Present**
 - Local farmers and ranchers on-site to answer questions and engage with the public.
 - Use AFBF's "Ask a Farmer" model—friendly, open conversations.
- 2. Free Food Station**
 - Offer food made from Idaho-grown ingredients.
 - Provide food for attending farmers as a thank-you.
- 3. Thank You Card Station**
 - Set up a table with cards or poster boards where attendees can write notes to local farmers.
- 4. Interactive Ag Stations**
 - Petting zoo with farm animals (calves, goats, chickens, etc.).
 - Bottle-fed calf demo.
 - Tractor or ag equipment on display.
 - Partner with local ag companies & IFBF's MAC trailer.

5. Educational Booths

- Highlight local commodities.
- Booths from other ag-related businesses (co-ops, equipment dealers, seed companies).
- Use "Talking Points" from AFBF's FEED site for fact-based, simple messaging.

6. Photo Opportunities

- "I Met a Farmer Today" selfie station with a banner.
- Branded cut-outs or signs for social sharing.

7. Food for Farmers

- Bring food out to the Farmers that can't make it directly to the event to show the community's support.

Optional Enhancements:

- Invite local schools or FFA chapters to participate or volunteer.
- Invite local media to cover the event.
- Hand out recipe cards featuring local crops.
- Raffles or giveaways (farmers market vouchers, local ag swag).

Farmer Prep: Key Tips from AFBF's Ask a Farmer Program

- Expect basic questions—most people are curious and kind.
- Keep answers relatable and value-based ("I feed my family the same food").
- Be ready for questions on pesticides, GMOs, mental health, etc.—keep it civil.
- If someone is confrontational, engage briefly then politely move on.

Resources:

- AFBF Ask a Farmer Planning Tools:
 - [Ask A Farmer Event Planning Guide](#)
 - [Ask A Farmer Culinary School Event Video](#)
- AFBF Promotion & Engagement Hub:
<https://www.fb.org/program/promotion-and-engagement>
- IFBF Thank a Farmer Examples:
 - [Video 1](#)
 - [Preston, ID Article](#)
- Talking Points on The FEED: <https://thefeed.fb.org/groups/talking-points>



Contacts:

- Please contact your district's regional manager, the State P&E committee or IFBF Staff if you have any questions.
 - Email info@idahofb.org