

PROGRAM OF WORK 2021

IDAHO FARM BUREAU PROMOTION & EDUCATION



January - Ag Innovations/Farm History

Date	Social Media Campaigns:	Description/Ideas
Week 1	Barns	Post Photos of Barns on Your Farm
6-Jan	Bean Commission	Promote dry beans and how big of an industry it is in Idaho
Week 2	Tractors Over Time	Post Photos and/or Stories of Old Tractors vs New(er) Tractors used on Your Farm
11-Jan	National Milk Day	
Week 3	Century Farms	Post Photos and/or Stories of Century Farms in Your Counties
20-Jan	National Cheese Lover's Day	
Week 4	Farming Implements/Tools	Post Photos and Stories of Old vs New Farming Implements/Tools

District chairmen contacts: Curt & Britney Stegelmeier

***Commodity Promotion - Beans**

February - 4H & FFA

Date	Social Media Campaigns:	Description/Ideas
Week 1	FFA Leadership	Showcase Ag teachers, FFA advisors & 4-H Leaders
2-Feb	National Tater Tot Day	
Week 2	Proudly show off your skills	Show your current or past 4-H projects
9-Feb	National Pizza Day	
Week 3	Community Service	Tell about what community service you have done in your area
Feb 20-28	National FFA Week	https://www.ffa.org/national-ffa-week/#:~:text=20%20E2%80%93%2027%2C%202021,has%20on%20members%20every%20day.
Week 4	Share your FFA story	Tell about your FFA or 4-H experiences
25-Feb	National Pancake Day	

District chairman contact: Amy Mitchell

***Commodity Promotion - Onions**

IDAHO FARM BUREAU



PROMOTION & EDUCATION

PROGRAM OF WORK 2021

IDAHO FARM BUREAU PROMOTION & EDUCATION



March - Living with Your Local Farmer

Date	Social Media Campaigns:	Description/Ideas
Week 1		Living with your local farmer
5-Mar	National Cheese doodle day	
Week 2		
7-Mar	National Cereal Day	
Week 3		
14-Mar	National Potato Chip Day	
Week 4		
26-Mar	National Waffle Day	
Alan will be asking questions from non-farming friends on facebook and then will be answering them.		
Other ideas could be discussing the hazards of leaving gates open and knocking down fences. Committee members could also ask grade schoolers what they know about farmers.		
State chairman contact: Alan Clark		

***Commodity Promotion - Hay**

April - Earth Day/Arbor Day

Date	Social Media Campaigns:	Description/Ideas
Week 1		
7-Apr	National Beer Day	
Week 2		
12-Apr	National Grilled Cheese Sandwich Day	
Week 3		
22-Apr	Earth Day	
Week 4		
30-Apr	Arbor Day	
District Chairman contact: Linda Rider		

***Commodity Promotion - Forestry, Beer**

IDAHO FARM BUREAU



PROMOTION & EDUCATION

PROGRAM OF WORK 2021

IDAHO FARM BUREAU PROMOTION & EDUCATION



May - Rural Resilience/Farm Strong

Date	Social Media Campaigns:	Description/Ideas
Week 1		
5-May	Cinco de Mayo	
Week 2		
13-May	National Apple Pie Day	
Week 3		
22-May	National Vanilla Pudding Day	
Week 4		
28-May	National Hamburger Day	

District Chairmen contacts: Curt & Britney Stegelmeier

***Commodity Promotion - Seeds**

June - Water

Date	Social Media Campaigns:	Description/Ideas
Week 1		
4-Jun	National Cheese Day	
Week 2		
14-Jun	National Strawberry Shortcake Day	
Week 3		
21-Jun	National Peaches & Cream Day	
Week 4		
27-Jun	National Bingo Day	

District Chairman contact:

***Commodity Promotion - Dairy, Trout**

IDAHO FARM BUREAU



PROMOTION & EDUCATION

PROGRAM OF WORK 2021

IDAHO FARM BUREAU PROMOTION & EDUCATION



July - Livestock

Date	Social Media Campaigns:	Description/Ideas
Week 1		
	July 4 Independence Day & National BBQ Day	
6-Jul	National Fried Chicken Day	
Week 2		
13-Jul	Nation French Fry Day	
Week 3		
18-Jul	National Ice Cream Day	
Week 4		
25-Jul	National Wine & Cheese Day	
28-Jul	National Chocolate Milk Day	
State Chairman contact: Alan Clark		

**Commodity Promotion - Beef, Pork, Lamb, Chicken*

August - Harvesting with Legislators

Date	Social Media Campaigns:	Description/Ideas
Week 1		
3-Aug	National Watermelon Day	
6-Aug	National Rootbeer Float Day	
Week 2		
14-Aug	National Creamsicle Day	
Week 3		
19-Aug	National Potato Day	
Week 4		
24-Aug	National Waffle Day	
District Chairman contact:		

**Commodity Promotion - Fruits & Wheat*

IDAHO FARM BUREAU



PROMOTION & EDUCATION

PROGRAM OF WORK 2021

IDAHO FARM BUREAU PROMOTION & EDUCATION



September - Farm Safety

Date	Social Media Campaigns:	Description/Ideas
Week 1	Celebrate Idaho spud day	Idaho spud day, support it on Face book & Instagram, Have a potato bar
6-Sep	Labor Day	
Week 2	Potato 101	Tell about different variety of potatoes grown Idaho, include seed potatoes
12-Sep	National Chocolate Milkshake Day	
Week 3	Pizza week	Tell about your favorite pizza, even home made ones
25-Sep	National Cooking Day	
Week 4	Farm education week	Farm education week, hold a safety fair. Stacy Burmester has a brochure on how to include all your local fire & police departments and paramedics on how to be safe on the farm.
26-Sep	National Pancake Day	
District Chairman contact: Stacy Burmester		

***Commodity Promotion - Potatoes,**

October - Farmer Appreciation

Date	Social Media Campaigns:	Description/Ideas
Week 1		
4-Oct	National Taco Day	
Week 2		
12-Oct	National Farmer's Day	
Week 3		
	National Forest Products Week	https://idahoforests.org/program-topic/national-forest-products-week/
Week 4		
26-Oct	National Pumpkin Day	
District Chairman contact: Amy Mitchell		

***Commodity Promotion - Corn & Sugar Beets**

IDAHO FARM BUREAU



PROMOTION & EDUCATION

PROGRAM OF WORK 2021

IDAHO FARM BUREAU PROMOTION & EDUCATION



November - Farmers Feeding the World

Date	Social Media Campaigns:	Description/Ideas
Week 1	Honor a Vetran	Honor a Veteran that you know
3-Nov	National Sandwich Day	
Week 2	Produce grown in Idaho and their story	Show Idaho crops and all the varieties grown and how they get from farm to table and where they go in the world.
11-Nov	National Sundae Day	
Week 3		Take dinner to someone, donate to local food banks
14-Nov	National Pickle Day	
Week 4	Honor a farmer, have him tell his story.	Honor a farmer, tell his story and how much land is used for agriculture and how much it takes to feed the world. Do the apple demonstration.
16-Nov	National Cake Day	
District Chairman contact: Stacy Burmester		

***Commodity Promotion - Specialty Crops**

December - P&E Showcase

Date	Social Media Campaigns:	Description/Ideas
Week 1		
9-Dec	National Llama Day	
Week 2		
18-Dec	National I Love Honey Day	
Week 3		
24-Dec	National Eggnog Dary	
Week 4		
30-Dec	National Bacon Day	
District Chairman contact: Linda Rider		

***Commodity Promotion - Bees**

IDAHO FARM BUREAU



PROMOTION & EDUCATION