



2010 State Reports

Thanks from Terry Gilbert



Greetings and thank you for your involvement in Food Check-Out Week in 2010!

This was the second year of the new Food Check-Out Week focus on consumer engagement with the message of "Stretching Your Grocery Dollar with Healthy, Nutritious Food." Additional materials were created to support this consumer message this year.

Thirty-seven states reported on their activities this year. From the states that reported, we are pleased to announce that over 3000 volunteers in at least 894 counties participated in events in celebration of Food Check-Out Week! Even though not every state reported the number of people reached, the numbers that were reported were just under 90,000 people. That is consumer outreach!

Charitable donations (cash and in-kind) to Ronald McDonald Houses was over \$136,763. Add that to over \$89,269 in donations to other charities and the total is over \$226,000! Many states and counties did not report the exact amount of the donations they made, so we know the actual number was much higher.

Media coverage was excellent. There were stories in 544 newspapers and coverage (including interviews and talk shows) on 354 radio stations and 38 television stations. There were stories in 131 newsletters and on 81 web sites. The Food Check-Out Week message was spread through social media like Twitter, Facebook, YouTube, blogs and podcasts.

It took thousands of volunteers to make this such a successful event. Thank you to everyone who had a part in that success.

I hope you enjoy reading the 2010 report. We look forward to even bigger numbers in 2011!

Terry Gilbert, Chair
AFB Women's Leadership Committee

Index

Thanks from Terry	1
Event Categories	1
Alabama	2
Arizona	2
Arkansas	2
Colorado	2
Delaware	3
Florida	3
Idaho	3
Illinois	3
Indiana	4
Iowa	4
Kansas	4
Kentucky	5
Louisiana	6
Maine	6
Maryland	6
Massachusetts	6
Minnesota	6
Mississippi	7
Montana	7
Nevada	7
New Hampshire	7
New Jersey	8
New Mexico	8
New York	8
North Carolina	8
Ohio	9
Oklahoma	9
Oregon	9
Pennsylvania	9
Rhode Island	9
South Carolina	10
South Dakota	10
Tennessee	10
Texas	10
Utah	11
Virginia	11
West Virginia	11
Wisconsin	11
AFB Women's Leadership Committee	12
2011 Food Check-Out Week Information	12

Event Categories



Ronald McDonald House Charities



Grocery Store Event



Media Event



Other Charity Event



Legislative Event



Educational Event



Food Event



Other Event



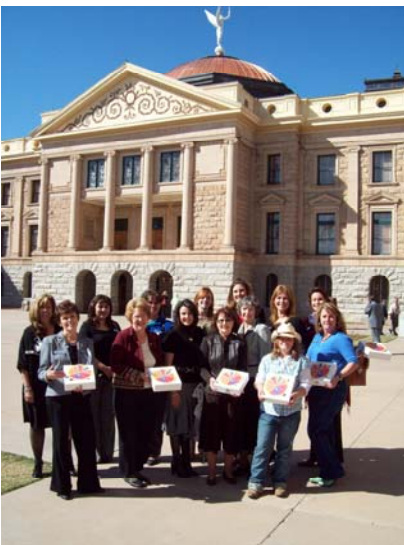
Alabama

Members of the Alabama Farmers Federation Women’s Leadership Committee, as well as county committees across Alabama, hosted events to collect and distribute food items before and during Food Check-Out Week. Some of the events included providing food items and meals to residents at the Ronald McDonald Houses and other charities as well as sponsoring monetary donations to local food banks. Food Check-Out Week was well publicized by media sources such as newspapers, radio public service announcements and the Alabama Farmers Federation website and magazines. The Women’s Leadership Committee also collected 830 pounds of pop tabs for the two Ronald McDonald Houses and this continues to be an on-going service project for the counties. The total number of participants and people benefitted by these events was 8,000.

Donations of \$1,000 in cash and \$3,000 in-kind to the Ronald McDonald Houses in Alabama. Another \$1,000 in cash and \$1,500 in-kind support was given to other charities in celebration of Food Check-Out Week. Approximately 260 volunteers in 26 counties reached 1,200 people through their programs this year.



Arizona



As part of Food Check-Out Week, the Arizona Farm Bureau Women’s Leadership Committee delivered an Arizona-grown apple pie from Apple Annie’s in Willcox to each Arizona State Legislators’ office on Thursday, February 25. Each pie included a pie chart showing the farmer and rancher share of every dollar spent on food.

Explaining the day, Women’s Leadership Committee State Chair Sharla Mortimer said, “This event is a great opportunity for the Arizona Farm Bureau Women’s Leadership Committee to share Arizona-grown apple pies with our Arizona legislators while emphasizing the farmer and rancher share of every dollar spent on food.”

The Coconino County Farm Bureau delivered a check to the Northern Arizona Food Bank in the amount of \$250 and a check to the Williams Food Bank in the amount of \$150, along with educational information on nutrition.



Arkansas

Volunteers in thirty-one counties across Arkansas participated in Food Check-Out Week events this year and reached approximately 1,500 people through these efforts. More than \$9,000 in in-kind donations were made to the Ronald McDonald Houses and to other charities in the state in celebration of Food Check-Out Week and another \$1,500 in cash was donated to local charities. The state women’s leadership committee held a luncheon for state legislators at the capital to celebrate Food Check-Out Week.



Colorado

The State Farm Bureau promoted Food Check-Out Week at a Legislative Dinner and provided groceries to Ronald McDonald House. The state women’s leadership committee also prepared dinner for Ronald McDonald House guests. County Farm Bureaus primarily held events at grocery stores and submitted articles to newspapers.

Twenty counties participated in events in celebration of Food Check-Out Week, with 45 volunteers reaching more than 2,000 people. Ronald McDonald House received \$500 in cash and \$2,000 in-kind donations. A total of \$1,000 cash and \$300 in-kind support was given to other local charities.

Delaware



The Delaware Farm Bureau Women's Committee purchased nearly \$400 in food items to donate to the Ronald McDonald Room in the Bayhealth Medical Center.

Each of Delaware's three counties, and approximately eight volunteers, participated in Food Check-Out Week events this year.

Florida



All counties in Field District 2 took part in a large event at the Ronald McDonald House in Tallahassee. There were 100 participants. A total of \$1,000 cash and \$500 in-kind donations was given to the Ronald McDonald House Charities during Food Check-Out Week.

Three counties purchased groceries for local charitable organizations to help local families in need. Another county held a spaghetti supper with 200 participants.

Other local charities across the state were the recipients of \$2,000 in cash and \$1,000 in-kind donations.

Idaho



The state Farm Bureau Women's Leadership Committee held their annual speech contest with contestants from all districts. Legislators, Governor and Lt. Governor received snack bags of Idaho commodities in recognition of Food Check-Out Week. The committee prepared dinner for residents of the Ronald McDonald House in Boise in recognition of their 22nd anniversary and their 12 years of partnering with the organization. Counties held grocery basket contests, visited with shoppers and donated to food banks.

Twenty-six counties participated in Food Check-Out Week activities across the state, with 115 volunteers reaching out to more than 2,000 people. Ronald McDonald House Charities received \$1,245 in cash and \$1,150 in-kind support. Other local charities received a total of \$300 cash and \$1,200 in-kind support.



Illinois



Illinois Food Check-Out Week activities are planned and organized by the county Farm Bureaus. Illinois Farm Bureau purchased grocery tote bags imprinted with the Food Check-Out Week logo and made them available to county Farm Bureaus at a subsidized rate.

Kane County Farm Bureau hosted its 9th Annual Food Check-Out Challenge Shopping Spree at Jewel-Osco Grocery in Batavia. A state Representative and a state Senator competed to gather food for local food pantries in the 5-minute shopping spree. The state representative raised \$1,693.52 in groceries for the Northern Illinois Food Bank, and the state senator raised \$844.81 in groceries for the Lakeview Pantry. The food, with a total value of \$2,538.33, was purchased by the county Farm Bureau and donated to the respective food pantries. A group of about thirty people cheered on the competitors, including the Batavia High School Band, Batavia High School Cheerleaders, and Jewel shoppers. County Farm Bureau (CFB) volunteers and food pantry volunteers wore shirts for each of the competitors, compliments of their respective food pantries, and assisted by swapping the filled carts with empty ones. Representatives from the food pantries helped the competitors choose the appropriate food for each pantry. Both contestants received engraved trophies to display for the next year in their offices. Media coverage included the Elgin Courier News, The Beacon News, and Feedstuffs Magazine. Video of the event is available on the

at www.feedstuffs.com. Since the start of this program in 2001, the Farm Bureau-sponsored Shopping Sprees have donated more than \$17,000 in groceries to local food pantries. Past competitors over the past eight years include every current local member of the Illinois general assembly. Lunches to Legislators The CFB also arranged visits with local legislators during FCOW to recognize the role of policymakers in the affordability of food. CFB volunteers delivered boxed lunches from Heavenly Ham, in Food Check-Out Day totes, to each office for the public officials and their staff. They also delivered farm facts about Illinois and U.S. agriculture, the Farm Bureau's 2010 Policy Resolutions, and several Farm Bureau publications. Volunteers visited the offices of Senators Burris and Durbin and Representative Feigenholtz, as well as those of Congressman Bill Foster, State Senators Chris Lauzen and Linda Holmes, and State Representatives Keith Farnham, Kay Hatcher and Linda Chapa La Via. Through this program, volunteers are able to meet with legislators and legislative aides to present a positive, professional and pro-active image of farmers.

DuPage County Farm Bureau — five members of the Women's committee randomly selected six shoppers during a two-hour period at the local Jewel store in Bartlett and offered to pay for the food items in the shoppers' grocery carts. Combined, the six shoppers had \$980 worth of food that the CFB paid for; the CFB then donated an additional \$980 to the local food pantry. The six shoppers purchased the non-food items in their carts, and were shown what percentage of their "grocery bill" was actually for food. The average for the day was 78%. Throughout the day 500 recipe cards with FCOW information on them were distributed to shoppers. Additionally, 2500 FCOW stickers were provided to the store and were distributed to shoppers throughout the week. Also during the week, a FCOW banner with the FCOW logo and CFB logo hung in the store.

Indiana



Many counties in Indiana participated in Food Check-Out Week events this year. Many of them teamed up with our "Farmers Feed Us" campaign that was going on at the same time. This consisted of a drawing to award 2 people with \$5,000 worth of groceries at the end of the contest. Marion County worked with a radio station in Indianapolis to host a daily ag quiz with the winner getting free groceries. They are seeing counties look for new ways to spread the message of Food Check-Out Week. Several individuals are using the green reusable shopping bags through the year to share the message of our food supply and where it comes from.

Donations amounting to \$1,000 were made to the Ronald McDonald House Charities. Fifty county Farm Bureaus participated in Food Check-Out Week events across the state, with approximately 150 volunteers spreading the message to 5,000 people.

Iowa



Iowa Farm Bureau partnered with three other Iowa commodity organizations to promote the Iowa Farmers Feed US campaign during Food Check-Out Week. Like Food Check-Out Week, the Farmers Feed US campaign focuses on how farmers are providing affordable food that is safe and wholesome. Using a Food Check-Out Week news release, advertising, earned media pitches and social media outreach, Farm Bureau encouraged Iowa consumers to visit www.farmersfeedus.org to learn about food production in Iowa from five Iowa farmers representing different commodities produced in Iowa (pork, beef, milk, corn and soybeans). Website visitors could register for a chance to win free groceries for a year. The campaign was very well received by consumers and the media during Food Check-Out Week and during the remainder of the 90-day campaign. There were nearly 150,000 registrations on the Iowa Farmers Feed US website. In total, 9,242 Iowa consumers who visited the website provided Farm Bureau with their contact information and requested more information about Iowa's farm families and food production in the future.

Kansas



In celebration of Food Check-Out Week, the Kansas state committee of Farm Bureau women - along with American Farm Bureau's women's leadership committee and members from Sedgwick County Farm Bureau - highlighted how consumers can stretch their food dollars while donating food and time to a worthy cause. On Monday, February 22, the groups donated \$2,000 in groceries along with a \$2,500 check to three Ronald McDonald Houses in Sedgwick County.

At Leeker's Family Grocery, volunteers set up learning stations and provided healthy and affordable recipes to grocery shoppers. In addition Farm Bureau representatives from Atchison, Jackson, Jefferson and Shawnee counties presented \$800 in food items to the Topeka Ronald McDonald House. We are proud that Linda Reinhardt, former AFB Women's Committee chair from Kansas, made initial contacts and worked tirelessly to establish the Farm Bureau – Ronald McDonald House connection that continues to this day.

On Tuesday, volunteers visited area elementary schools and provided learning opportunities that highlighted the USDA My Pyramid information while emphasizing how the source of all food is agricultural producers.

In addition to the national event held in Wichita, there were plenty of other promotions around the state. Nearly every county Farm Bureau planned some type of activity for Food Check-Out Week. Those plans may have included putting a flyer up in a grocery store or donating to the local food shelter, but they each brought their own creative spin to the celebration.

Here's a sampling of some of the more unique FCOW promotions held throughout Kansas in 2010:

Cherokee County - Not only did they present a monetary donation, they also served taco soup and all the fixings to families staying at the local Ronald McDonald house.

Cheyenne County - They purchased a shopping cart full of groceries at beginning of the week and had a contest where individuals tried to guess the exact dollar amount of the groceries. At the end of the week, the winner received a gift certificate and the grocery cart full of food was donated to the local food bank.

Decatur County - The library displayed books on farming, gardens, etc. for all ages and displayed the books on a table with a poster board about Food Check-Out Week.

Dickinson County - They e-mailed a letter to the 2nd grade teachers in the county explaining the history of Food Check-Out Week and what they were doing to help customers purchase safe, healthy food on stretched budgets. They then offered a \$25 gift certificate to the first teacher from each school district who contacted them for an Ag Education presentation.

Neosho County - They parked a new tractor at the grocery store then had a contest to see, "How many loaves of bread it would it take to equal the purchase price of this tractor."

Riley County - A proclamation, signed by the Mayor, was presented to the county commissioners. Local radio and TV covered the events.

Washington County - High School FACS students were given a core commodity and asked to identify recipes that were healthy and inexpensive based on local store prices. That information was then compiled into their annual Food Check-Out Week newsletter.

Woodson County - They collaborated with a local restaurant to offer a discount of \$.19 per dollar for everyone who ordered the dinner special. Farm Bureau members who showed their membership card got double the discount.

Kentucky



Kentucky Farm Bureau observed Food Check-Out Week in approximately 62 of their 120 counties. At the state level, the communications division designed and produced special four-color cards that could be used in a variety of ways – grocery bag inserts, exhibit handouts, place cards or instructional materials for the classroom. A total of 20,000 cards were printed on demand and provided to county women's and information chairs for local observances. Volunteer leaders, Kentucky Farm Bureau Federation staff and commodity representatives distributed baskets of farm commodity items to the members of the state legislature and constitutional officers, including the Governor, and discussed our Food Check-Out Week celebration with them as they stopped by a room in the Capitol to pick up their baskets. Over 175 baskets, valued at \$50 each, were distributed. Over 15 counties distributed commodity baskets on the local level. A resolution was also read and adopted in the State House and Senate that same day.

Several counties set up exhibits in local grocery stores where they distributed the informational inserts, conducted shopping sprees and gave away food gift certificates. Other counties had Farm Bureau volunteer leaders bagging and carrying out groceries for customers and taking the opportunity to inform the customers about Food Check-Out Week. Counties also teamed up with local organizations such as chambers of commerce, commodity groups, local government and extension services to sponsor farmer appreciation events. Counties distributed flyers to specific classrooms with background information so that teachers could include Food Check-Out Week concepts in their instruction. Food Land and People's "Global Grocery Bags" lesson plans were distributed to all county Farm Bureaus and used in conjunction with some classroom visits. Several counties involved 4-H and FFA students in their celebrations.



Louisiana



The state Women’s Leadership Committee held a food drive at a local supermarket. Recipes and nutritional and economic information were given to shoppers. Events were also held at each of the state’s two Ronald McDonald Houses. More than \$2,000 in purchased goods were donated.

Thirty-five Women’s Leadership Committee members in twenty-five parishes assisted in supermarket information booths and stations, gathered donations for the Ronald McDonald Houses and participated in the events at the Ronald McDonald Houses. Nearly 600 people were directly reached because of efforts at the parish and state level.

Maine



The Maine Women’s/Ag Education Committee made a donation of \$250 each to the Ronald McDonald Houses of Bangor and Portland.

Maryland



The state Farm Bureau Women’s Leadership Committee held an event at a Ronald McDonald House. There were 25 participants. A cash donation of \$2,000 and in-kind donation of \$1,000 was made to Ronald McDonald House Charities. Events were held in 23 counties across Maryland. Approximately 100 volunteers spread the message of Food Check-Out Week to 200 people.

Massachusetts



Massachusetts held a raffle to raise money for the state’s Ronald McDonald Houses. Eight volunteers were involved and an in-kind donation valued at \$375 was made to the Houses.

Minnesota



Minnesota Farm Bureau donated \$500 to the Ronald McDonald House of the Twin Cities and \$500 to the Ronald McDonald House of Rochester. Other county Farm Bureaus held grocery store events, farmer’s share breakfasts, food shelf competitions and radio ads.

Fifty-eight counties in Minnesota participated in Food Check-Out Week activities. A total of 300 volunteers reached approximately 10,000 people.



Mississippi



The state and county Women’s Leadership Committee members carried money, toilet goods and kitchen supplies to the Ronald McDonald House. They also enjoyed a meal, catered by Farm Bureau, with the families of patients.

Over \$3,900 cash and \$525 in goods was donated to the Ronald McDonald House Charities in Mississippi. Another \$1,100 in cash was donated to other local charities. Approximately 65 volunteers in 48 counties participated in Food Check-Out Week events in Mississippi.

Montana

The Montana Farm Bureau Federation and Gallatin County Farm Bureau held a grocery store event at Van’s IGA in Bozeman for Food Check-Out Week. Tips on how to stretch your food dollars and other Food Check-Out Week materials were handed out. About 30 people stopped to visit about food dollars, food safety and agriculture during the event.

Two television networks from Bozeman covered the event and interviewed volunteer leaders on raising food products, food safety, stretching your food dollar and providing a reliable food supply for all. The Bozeman Chronicle also conducted interviews and ran an article on the event.

MFBBF shopped for \$100 worth of groceries to be delivered to Ronald McDonald House in Billings. Other counties participated by conducting food drives, shopping and delivering food to local Ronald McDonald Houses and other local charities. One volunteer was interviewed by a local radio station about Food Check-Out Week and the “Stretching Your Food Dollar” theme. The mayor in another county signed a proclamation for Food Check-Out Week.



Nevada



The Nevada Farm Bureau donated \$500 to each of the state’s two Ronald McDonald Houses.

Two counties passed out Food Check-Out Week placemats to local restaurants. Another county had an “Ask Mary” booth at a local food market where a registered dietician was available to answer questions. The Food Check-Out Week nutrition cards were also handed out. A third county passed out recipe and nutrition cards at the county fair. Yet another county donated \$250 to a local food pantry and an additional \$250 to Out of Egypt, a place that cooks meals for nine different counties.



New Hampshire

The Associated Women of the New Hampshire Farm Bureau made their annual visit to David’s House in conjunction with Food Check-Out Week. They toured the facility, held a meeting and met some of the children and families served. Donations in the amount of \$1,400 cash and \$2,000 in-kind were made to David’s House. An additional \$100 cash and \$2,300 in goods were donated to other local charities. Fifteen volunteers from 9 counties in New Hampshire spread the Food Check-Out Week message to nearly 300 people.





New Jersey



Counties and individuals donated close to \$6000 to our Harvest Drive program. They provided lunch at Ronald McDonald House and carried in \$450 of food items. They held two grocery store events and donated food and money to 8 different hunger provider kitchens in New Jersey.

They promoted Food Check-Out Week awareness to the entire New Jersey Farm Bureau membership and to 160 families through school program hand outs and through local grocery store programs.

As spokespersons for agriculture, New Jersey Farm Bureau Women's Committee has contributed over \$6000 to Food Check-Out Week events and coordinated with 12 groups to supply food for the hungry in New Jersey.

New Mexico

The state Farm Bureau held a "Shop for the Ronald McDonald House" event. Four counties held similar events. Approximately 125 volunteers participated in the events.

Cash donations in the amount of \$1,000 were made to Ronald McDonald House and nearly \$2,200 cash was donated to other local charities.



New York

Donations totaling \$1,350 were made to the VA, Community Action Programs and Meals on Wheels. One county food bank was presented with \$650 in purchased food and over 238,000 pounds of food. In-store events across the state were very well received. Approximately 15 volunteers from 6 counties were able to reach 200 people with the Food Check-Out Week message.



North Carolina



North Carolina Farm Bureau State Women's Committee Chair, Betty Mathews, and Vice-Chair, Brenda Brisson, kicked off the Food Check-Out Week by purchasing needed items for the Durham, North Carolina Ronald McDonald House. They found out which items were needed by visiting the House's website. Their activity was highlighted in our Farm Bureau Magazine.

Johnston, Warren and Wayne Counties donated needed supplies to the Greenville Ronald McDonald House. Duplin and North Hampton Counties collected drink tabs for the Greenville Ronald McDonald House. They donated a total of 47 gallons of tabs to the house. Duplin County ran an ad in the newspaper asking residents to donate their drink tabs by bringing them to the local county Farm Bureau office.

Bladen County held an event at a local Food Lion grocery store. They handed out nutritional information to customers and talked with them about eating healthy on a budget. Greene County supplied the Girl Scout troop with nutritional handouts to give to customers who purchased cookies from them. Onslow County volunteers handed out the nutritional brochures to visitors of the Farmers Market. Wake County set displays in the offices and ran a press release in the local newspaper on how to eat healthy on a budget. Wayne County also donated items to a local soup kitchen.





Ohio

Ohio Farm Bureau published the AFBF Food Check-Out Week news release on their OurOhio.org website and promoted the story via social media and in the Our Ohio e-newsletter.

Oklahoma



The State Women’s Committee took \$3,000 in food and Braum’s gift certificates to both of the state’s Ronald McDonald Houses. They also took personal items such as shampoo, lotion, soap, etc. While the women shopped in Tulsa and Oklahoma City, they handed out the recipe cards developed by AFBF and explained Food Check-Out Week to other shoppers. They put Food Check-Out Week stickers on shoppers and store staff.



Across the state, county women and Young Farmers and Ranchers took food to local charities. They bought food for local shoppers and explained Food Check-Out Week to them. County women also handed out the recipe cards.

Women representing both the state and counties took part in radio and TV segments. They were also informed this year that former AFB Women’s Leadership Committee Chair, Linda Reinhardt’s daughter used one of the Ronald McDonald Houses in Oklahoma.

Oregon



The Oregon Farm Bureau Women’s Advisory Council purchased \$1,500 worth of food for the three Ronald McDonald Houses in Oregon. The food donated was purchased with funds donated by County Farm Bureaus and raised through a Women’s Advisory Council auction at the state convention. The food will feed hundreds of families.

Ten volunteers from fifteen counties participated in Food Check-Out Week events. Approximately 25 people were directly reached by their efforts.

Pennsylvania



Pennsylvania Farm Bureau hosted a main statewide press event at the Ronald McDonald House in Hershey on February 16. President Shaffer spoke as well as Farm Bureau families, representatives from the House and the Pennsylvania Secretary of Agriculture. Local news radio and television attended. Monetary and in-kind donations totaling \$12,764 were made to the House.

Similar events were organized by area county Farm Bureaus and held at each House across the state. Scranton donated \$3,190; Danville donated \$20,048.55 and Pittsburgh donated \$6,215.95 in money and in-kind support.

A unique press event for the Philadelphia House was held at Freddy Hill Farms, a local farmers market in Towamencin, PA. Representatives from the House spoke with members, President Shaffer, Ronald McDonald and former Philadelphia Eagles Manager and founding member of Ronald McDonald House, Jim Murray. Monetary and in-kind donations totaling \$18,484 were presented to the House and more than 50 people attended the event.

Rhode Island



Rhode Island Farm Bureau held a Food Drive among the farmers of the state. About 20 farmers donated fresh, local food. The food collected was donated to the Ronald McDonald House in Providence. In-kind donations totaling \$500 was donated to Ronald McDonald House.



South Carolina



Thirty-two of the counties in South Carolina participated in Food Check-Out Week events. Approximately 50 volunteers reached 80 people with the Food Check-Out Week message.

Cash donations totaling \$3,500 were made to the state's three Ronald McDonald Houses. The Houses also received in-kind donations totaling \$1,500. An additional \$1,500 worth of in-kind support was also given to other local charities in celebration of Food Check-Out Week.

South Dakota

The South Dakota Farm Bureau donated \$1,640 worth of food and gift cards to the two Ronald McDonald Houses in Sioux Falls.

Volunteers in 19 counties gave out Farmers Care grocery bags at local grocery stores.

South Dakota Farm Bureau served a farmers share meal at the Dakota Fest farm show. Fifty-two volunteers participated and served 680 people.



Tennessee



The state Farm Bureau Women's Leadership Committee shopped for groceries for each of the five Ronald McDonald Houses in the state. Forty-eight county volunteers assisted the state committee at each Ronald McDonald House location.

In total, 283 county Farm Bureau Women's Committee members shopped and/or donated locally to benefit 55 local charities. A total of over \$21,500 in cash and goods was donated across the state in celebration of Food Check-Out Week.



Texas

Texas Farm Bureau and county Farm Bureaus lent a hand to help feed the hungry during Food Check-Out Week by hosting a number of activities. The state Farm Bureau purchased \$150 worth of groceries to assist their employees with a food drive in which over 2,100 items were collected. Fourteen county Farm Bureaus held food drives. Texas Farm Bureau and Insurance Companies made a monetary donation of \$750 to the Ronald McDonald House. Two county Farm Bureaus gave a donation for a total of \$450 and one county Farm Bureau donated \$250 worth of food to area Ronald McDonald Houses. Eleven county Farm Bureaus hosted a Farmers' Share meal in their communities. Six county Farm Bureaus surprised shoppers at local grocery stores by purchasing their edible food items. One county Farm Bureau teamed with their local radio station, which aired one agricultural trivia question each day of the week. Winning callers received a \$25 gift card to the local grocery. Twenty-five county Farm Bureaus made monetary donations to local food pantries or food banks for a combined total of more than \$10,000.



Utah



Utah Farm Bureau held a “Celebrate Agriculture” day for their legislators and others at the state capitol. Seventeen counties held consumer education events in grocery stores. They gave out food coupons and free groceries. Radio and television interviews were held and consumer education announcements were purchased. Several counties held contests on the radio or in their local newspaper. Donations were made to the Ronald McDonald House and other charities. A conservative estimate would be that 1,000,000 Utahans heard about Food Check-Out Week this year. Direct contact was made with approximately 2,940 consumers.

Virginia



The Virginia Farm Bureau Women’s Committees across the state collected canned goods, paper goods, monetary donations and can tabs which were delivered to the Roanoke Ronald McDonald House. Over 30 volunteers participated in the Ronald McDonald House event on February 23. They helped stock the pantry with the donated items. Other monetary donations were sent to the three other Ronald McDonald Houses in the state.

Donations totaling over \$1,500, plus canned goods and pop tabs, were made across the state.



West Virginia



Snow, wind and cancellations did not prevent WVFB from celebrating 2010 Food Check-Out Week. Trucks, cars, trolley and vans were filled to capacity to deliver \$16,000 worth of food to 3 Ronald McDonald Houses. Charleston postponed due to weather until the first of March, Morgantown postponed until the 6th of March and Huntington braved the elements on the 25th of February. Fifty volunteers helped to do the collection of food items, delivery and stocking shelves.

We had face to face contact with more than 400 people during those three events. Local media visited the Krogers and Ronald McDonald homes for coverage. \$1,300 of in-kind donations (blankets, books for both libraries and children's play room and stuffed animals) were also well-received. The \$5,500.00 currency was accepted with open arms to help with purchase of other needed items.

Wisconsin



Nine county Farm Bureaus held Food Check-Out Week activities and events ranging from in-store promotions to food pantry donations to media events. Over \$1,700 in cash and in-kind donations were made across the state. The total number of direct participants statewide is approximately 500 people.

American Farm Bureau Women's Leadership Committee



The American Farm Bureau Women's Leadership Committee (AFBWLC) teamed up with the Kansas Farm Bureau Women and members of the Sedgwick County Farm Bureau to celebrate Food Check-Out Week in Wichita, Kansas this year.

Volunteers were joined by American Farm Bureau Federation President Bob Stallman and Kansas Farm Bureau President Steve Baccus at a grocery store shopping event. They shopped for food and supplies to donate to two Ronald McDonald Houses and the Ronald McDonald Family Room at the hospital. A presentation of cash and supplies was made to the staff and guests of one of the Ronald McDonald Houses.



AFBWLC members spread the Food Check-Out Week message of *"Stretching Your Grocery Dollar with Healthy, Nutritious Food"* by visiting Leeker's Family Foods in Wichita. There they set up and staffed food stations to distribute food samples and nutritional information.

The AFBWLC also made a total of seven presentations to students at Caldwell Elementary School. They used materials from "The Farmer Grows a Rainbow" kit developed by North Carolina Farm Bureau.

A Facebook "Fan-Up" promotion was also run in the time leading up to and immediately following Food Check-Out Week activities. Users were encouraged to become a "fan" of the Food Check-Out Week page on Facebook. AFBF committed to donate \$1 for each "fan" to the Ronald McDonald House in Galveston, Texas. The House was heavily damaged by Hurricane Ike. In the end, a donation in the amount of \$5,000 was made to the House!

2011 Food Check-Out Week

February 20 – 26, 2011



For more information on Food Check-Out Week, as well as past years' reports and free resources, please visit the [Food Check-Out Week](#) page on SILO.

To purchase Food Check-Out Week materials, visit <http://fb-orders.com/afbf/>.