



Insider

Quarterly Newsletter
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On the Road with A-FAN

Currently, A-Fan has been traveling to communities and working with zoning committees and private individuals to expand livestock production.

A-FAN shares information and guidance with community leaders who ask for assistance in making informed decisions about which opportunities are best in the long term for their economic vitality. The meetings and presentations from A-FAN empower these communities to make important decisions about livestock opportunities.

"If you don't feel that you have people that are going to support the livestock industry I challenge you to get involved," Greg Ibach, director of Nebraska Department of Agriculture stated at a recent meeting.

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Become involved in the 4th Annual Husker Food Connection!

The 2014 "Husker Food Connection" is coming up fast and your help is needed! The event is scheduled for Thursday, April 24 at the north entrance of the Student Union on the UNL city campus, lasting from 10:00 a.m. to 3:00 p.m.

The theme of Husker Food Connection is, "MEATing in the Middle."

"We chose this theme to help promote unity between consumer

opinion and farmer fact," A-FAN intern, Lukas Fricke said. "The goal is to create an environment that promotes interaction and helps tell our story in a non-threatening way."

Husker Food Connection is being brought to the doorstep of urban society in the heart of UNL. It is going to bring agriculture to a personal level by allowing conversations to flow freely in a fun, interactive way.

Last year, 2,000 students faced the chilly, rainy weather to learn about agriculture at Husker Food Connection.

Fricke is planning for 2,500 students attending this year. Students will receive free lunches made from Nebraska-grown products. Exhibits will display live animals and tractors for up close

and personal learning opportunities.

There will be games revolving around livestock production and prizes.

"We in agriculture have been born into a livelihood

that not many understand, it is our job to help tell our story," Fricke said.

Last year over 40 ag-related businesses and student organizations helped with the event. Become part of this vast group of donators for the 4th Annual Husker Food Connection!

If you or anyone you know would like to be involved in the event, contact Lukas Fricke at lukasf@a-fan.org.

Help is encouraged and appreciated through any form of donations or volunteering. Help us tell your story! Get involved today!



Husker Food Connection Volunteers play an important part in the success of the program.

"The goal is to create an environment that promotes interaction and helps tell our story in a non-threatening way."

— Lukas Fricke



A-FAN Used Newspapers to Reach More Than 500,000 Consumers

In March, A-FAN ran a four-page insert that was distributed throughout the state. The “Growing your food is our passion” insert shared the passion that Nebraska farmers and ranchers, have for the food they grow and produce for their families and the world. Farmwomen were able to personally share their values and stories with the consumer. A-FAN

partnered with CommonGround to help solidify this message. The goal of this insert was to help build consumer confidence that Nebraska Farmers and Ranchers produce healthy, safe and sustainable food for consumers.

The newspapers distributed this insert included: Omaha World Herald, Kearney Hub, Scottsbluff Star-Herald, York Times, Ashland Gazette, Waverly News, Northeast Platte

Telegraph, Grand Island Independent, Lexington Clipper and Wahoo Newspaper. In addition to these papers, the Lancaster Farm Bureau generously provided funding for the insert to be distributed in the Lincoln Journal Star for the very first time!

In total, 529,000 households received this insert!

We would like to thank all the sponsors that made this project possible: Valley, Lancaster County Farm Bureau, Bank of the West, Dawson County Farm Bureau and Triumph of Ag Expo.

If you or anyone you know would like to be a sponsor for the next insert to be showcased in October, please contact Karen Brokaw at karenb@afan.org for more information about how you can help.



A-FAN Purchased Billboards to Support the Lincoln Food Bank

Earlier this year, A-FAN partnered with the Lincoln Food Bank to promote Nebraska’s effort to end hunger through positive billboard advertisements. Our statement is: “Brought to you by Nebraskans who grow your food.”

different, highly populated areas of Lincoln. The three billboards are located on West O St., South 15th and Cornhusker Highway. So, the next time you’re in Lincoln and drive by these signs, snap a picture and share it through your social media channels!

“Our goal is to continuously build trust with our consumers,” Willow Houloubek, executive director of A-FAN, stated. “These donations are helping us reach this goal. Another objective of this project was to replace the PETA anti-agriculture message.”

Thanks again for all of the donations! Your involvement is greatly appreciated.



A large thank you goes out to all of those who helped support this effort! Because of your generous donations, Nebraska farmers and ranchers are being positively represented in three



Emily Taylor, A-FAN Administrative Assistant and Karen Brokaw, Communication Coordinator present Scott Young, Executive Director of the Lincoln Food Bank with checks from A-FAN partners.



“Farm to Fork” Showcased Nebraska Female Farmers

KLKN’s promotional program “Farm to Fork” has been an asset used by A-FAN to build trust in Nebraska Farmers and Ranchers. The program was designed by Channel 8 KLKN to connect agriculture producers, agribusiness people and others that are involved in the food system to consumers that purchase their products. Each Sunday Channel 8 airs a 60 second “Farm to Fork” vignette during the 10 p.m. news. It aired again during the 5 a.m. and midday news the following Monday for a total of three times per week. A-FAN used the program in February and March to show consumers that Nebraska Farmers and Ranchers share the same values for safe and nutritious food for their families.

In February, Kristen Eggerling of

Martell, Neb., was the first woman to be featured in the segment. During her forty-second segment, she highlighted her passion for farming and shared how the beef she grows for consumers; she also feeds to her own family.

In March, A-FAN featured mother of

five, Dairy farmer

Jodi Cast. This :40 segment focused on building trust that the milk you buy at the grocery store is safe and nutritious, Jodi should know, she works in the Dairy barns every day. She is the first one to tell other Mom’s they can trust the Milk they buy to be safe and nutritious.

Each Sunday Channel 8 airs a 60 second “Farm to Fork” vignette during the 10 p.m. news.



A-FAN featured Dairy Farmer Jodi Cast in March “Farm to Fork” vignette’s on KLKN-TV.

Thirty-second versions of each women’s story were produced to alternate throughout March and April. The media buy was aimed at women ranging in age from 25-54, utilizing cost efficient daytime and early morning news programing.

A-FAN was very excited to be a part of this program and to help share the stories of Nebraska Farm women with KLKN viewers!

A-FAN Works to Expand Livestock Development

A-FAN is continually working to inform all Nebraskans about the importance of agriculture to the state’s economy. Developing livestock production is the main objective of this outreach. A-FAN in conjunction with the University of Nebraska—Lincoln and the Nebraska Department of Agriculture are working together to promote livestock development expansion.

“The A-FAN Board has given directive that 70 percent of A-FAN’s effort be in livestock development,” Willow Holoubek, A-FAN executive director, said. “With partners, we are all working together to make an impact and jointly share how important livestock production is statewide,” she added.

UNL has brought together six professors from the Department of

Agricultural Economics and a research analyst to create a booklet on livestock development. Entitled, Nebraska Livestock Expansion White Paper, the document frames the economic benefits of livestock expansion in Nebraska. Please find the entire article here (link below). If you are interested in having a hard copy mailed to you, please contact the A-FAN office.

<http://agecon.unl.edu/documents/2369805/4129310/Nebraska+Livestock+Expansion+White+Paper.pdf/b968304d-f016-4a50-b119-b856560fa82d>



On the Road with A-FAN

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“I think the Livestock industry needs leaders most importantly at the local level to stand up for opportunities for all of agriculture to survive in Nebraska.”

Livestock development is crucial for everyone in the state of Nebraska. “With constant challenges and changing regulations, everyone needs to become involved at the grassroots level to build support for the livestock industry. It will take a joint effort by all to continue to make livestock development a top priority for Nebraska,” Willow Holoubek said.

Nebraska Organizations Collaborate at World Ag Expo

In February, The Nebraska State Dairy Association, A-FAN and the Nebraska Department of Agriculture attended the World Ag Expo in Tulare, Calif., to spread the message that Nebraska is open for dairy business.

Taking the message, “Water, Land and Opportunity,” together these organizations displayed an exhibit that showcased video with testimonials from producers who have moved into Nebraska.

They were able to have conversations about Nebraska’s benefits with dairy farmers from up and down the west coast. The majority of the conversations revolved around water availability and regulations. Many questions

were also related to available facilities as well as the process for establishing a new facility, permitting, land availability and markets. A database has been created to remain in contact with the producers who

visited the booth. Two lessons were learned by attending this event. First, there is a lot of interest in finding available and acceptable sites for dairying and Nebraska has a lot of competition. Second, the states of Ne-

vada, North Dakota, South Dakota, Kansas, Missouri, Iowa and Illinois all had a large presence and have attended the expo for years, meaning Nebraska has the opportunity to catch up to these states in terms of outreach at this event. Many attendees expressed appreciation that Nebraska exhibited at the expo. Together, NSDA, A-FAN and the Department of Agriculture were able to build connections with companies that service the dairy industry and individuals that

are interested in what is available in Nebraska. To maintain this momentum, these organizations encourage others with an interest in the future of dairy in Nebraska, to get involved.



Attending the Expo and shown in the booth from left to right are Steve Martin (Dept. of Ag), Willow Holoubek (A-FAN), Wes Blecke (Wayne Area Economic Development), Jeff Keown (retired UNL), Cal Coffin (Central Confinement Services) and Rod Johnson (NSDA).



A family from Nebraska stopped by the booth at the World Ag Expo.



www.youtube.com/BecomeAFANtv
www.twitter.com/AFANofAG
www.facebook.com/AFANofAG
www.becomeafan.org/blog

We’d love to hear from you!

If you prefer to receive your *Insider* via email please contact us at info@a-fan.org.

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