



Sigma Alpha Sorority

Women Excelling in Agriculture

AgFacts Day: March 13, 2012

Consumers today are more concerned about food safety, animal welfare, and environmental problems than in the past. However, much of this concern roots itself in false propaganda, media hype, and misinformation. A group of undergraduate and graduate students in the College of Agriculture and Life Sciences at the University of Florida is taking the proactive initiative to transform opinions, increase awareness, and overcome misconceptions about agriculture by educating students about the benefits of the agriculture industry.

Join the students at the University of Florida in educating students at your university during the second annual AgFacts Friday on March 13, 2012. AgFacts Friday was founded by Tera Black, a recent graduate of the University of Florida.

Last year a total of 14 universities across the United States, in conjunction with existing Ag-based student organizations held an AgFacts Friday event on their campus. The Second Annual AgFacts Day will take place at all participating campuses on Tuesday, March 13, 2012.

The mission is to spread out on campuses across the U.S. on March 13th and distribute flyers stating a few profound facts about agriculture, provide samples of the high quality products produced by people in the agriculture industry, and pass out t-shirts, if possible. Additionally, students should sign large cards which will be sent to producers and associations in the area as appreciation for their hard work and dedication.

Any students willing to plan and orchestrate the event on their respective campuses, as well as volunteers with a desire to promote the agriculture industry in a fun, yet professional manner, are welcome to participate. Since this is the second year of the event, there are already documents established that can be used including flyers, sponsor letters, banners, etc.

Contact Lauren Mayo (lmayo@ufl.edu; phone: 813-220-2590) as soon as possible if your university or college plans on participating in AgFacts this year. Pass this information on to anyone you know at other universities who may be interested. Additionally, forward this information on to the Ag Ambassadors or Dean of your college or an Ag Awareness organization to spread to word. "It is going to take a village to get across the positive message regarding Agriculture in America."