
FARMJOURNAL FOUNDATION

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For Immediate Release

Farmers Feeding the World to Appear at Country Music Festival

Cedar Falls, IA (June 9, 2011) – The Farm Journal Foundation’s Farmers Feeding the World educational exhibit travels this month to the Country Music Association festival in Nashville, Tenn., June 9–12. Not only will the exhibit bring an agriculture message to the CMA Music Festival, but it will offer a chance for guests to meet and greet several country artists during the event. Guest artist appearances include Ty Brown, Andy Griggs, Lucy Angel and others. To see a complete list of artist appearances and times, visit www.farmersfeedingtheworld.org/tour.

“We are excited about our stop in Nashville,” said Brian Hogue, Project Director for the Farmers Feeding the World initiative. “This type of venue offers a great opportunity to capture a very large crowd.”

The exhibit, which made its debut two weeks ago at the Indianapolis 500, travels in a 40-foot trailer that serves as a rolling billboard in transit, then functions as a display backdrop once it deploys at a venue. The four exhibit elements—live presentations, storyboards, videos and pamphlets—work together to communicate a message about agricultural technology keeping up with a growing population’s expanding food needs.

“We learned a lot during our inaugural appearance in Indianapolis,” Hogue said. “We will continue to refine our approach as we discover which elements of our exhibit are most effective when it comes to communicating a message about modern agriculture’s role in the world.”

The next stop will be the Taste of Chicago event, June 24–July 3. The Farm Journal Foundation is arranging additional appearances for the exhibit and will announce those locations later this summer, according to Hogue. He anticipates participating in many major events during the coming year.

“Our goal is to have at least one million people see the exhibit within the next year,” said Andy Weber, chairman of the Farm Journal Foundation. “The events we will be visiting have millions of attendees collectively, and we will connect with as many of them as possible.”

About the Farm Journal Foundation

The Farm Journal Foundation is a nonprofit corporation dedicated to sustaining U.S. agriculture’s ability to serve the vital needs of a growing world population with education and assistance focused on the unique interests of people and organizations aligned with U.S. agriculture. The Foundation will house Farm Journal’s myriad advocacy initiatives such as the Farmers Feeding the World campaign and elements of the Farm Journal Legacy Project.