

Rebekka Brown, UF Student (Animal Science)

Internship Dates: April 13, 2017 – May 24, 2017

Government & Community Affairs Intern

The Government & Community Affairs Division in Florida Farm Bureau Federation informs, educates and motivates members to become actively involved in local government issues. The division also participates in natural resource and land use issues with the overall goal of increasing net farm income.

The intern developed, performed and summarized a survey of non-agriculture members on what the Florida consumer is looking for in agritourism.

Responsibilities

- Develop a timeline with deadlines for work products.
- Research sampling in other states and develop target audience.
- Create an agritourism survey with input from the UF PIE Center.
- Tabulate the survey results and determine the response significance.
- Present a white paper and a summary to staff.

Goal and Objectives

- Work with management to develop and perform an agritourism survey.
- Create a white paper titled, *Agritourism and the Florida Consumer*.
- Gain an understanding of corporate structure.