

COMMUNITY SERVICE

HARVEST FOR ALL

PURPOSE

The main objective for the Harvest For All event is to help provide food for those in need by organizing a gleaning or a donation of non-marketable produce. You can also include a food collection or donation during your #GrowingOurLeaders educational events. There are also national competitions based on participation in Harvest for All programs.

GOALS

- Make a real impact in your community by helping with the huge problem of food insecurity.
- Share a positive message about agriculture with the general public.
- Build positive and lasting relationships with local farmers that can not only help with providing produce for this program but also open doors for more ways to educate consumers about Florida agriculture.
- Help build and promote your YF&R committee and county Farm Bureau in your community.
- Have fun promoting agriculture and the Florida Farm Bureau Federation.

DETAILS

- Florida Young Farmers and Ranchers (YF&R) can provide fruit and vegetable producers faced with an excess of non-marketable/off grade produce to help feed and provide food to those in need.
- Florida has a network of 12 food banks across the state. These food banks operate under the connected system called Feeding Florida. Feeding Florida unites 12 Feeding America member food banks that work with more than 2,300 community-based partner agencies to provide food directly to individuals and families in need in every community every day.
- Over 2.8 million people in Florida are food insecure-meaning they live at risk of hunger. More specifically, over 800,000 of those people are children and 550,000 are senior citizens.
- County YF&R Programs are encouraged to help bridge the food gap through Harvest for All food drives and awareness initiatives tied into #GrowingOurLeaders activities, as well as events held at grocery stores, farmer markets and other public locations.
- Other ideas may include a food collection, monetary donation to area food banks or volunteering at one of the 12 Feeding Florida food banks across the state.

MESSAGES

- Florida is a world leader in fruit and vegetable production.
- All farms have some non-marketable fruits and vegetables, but the product is still wholesome and edible.
- Food insecurity is a huge issue, especially in some of Florida's rural counties.

“Agriculture was the first occupation of man, and as it *embraces* the whole earth, it is the foundation of all other industries.”

- E. W. Stewart

SUGGESTED TIMELINE

Three Months Prior to Event

- Meet as a YF&R group to begin to discuss plans for a program or activity to hold.
- Establish task committees to spread out duties for the assigned task, program or activity. i.e., designate a social media chair/committee for event.
- Establish a date to hold the program/activity, lining up venue, food bank, etc.

One Month Prior to Event

- Hold organizational meetings to discuss details and items or tasks still needed for event. Contact venue, producers, food bank and news media to make sure everything is still set up as needed.

During Event

- Make sure all details and items are in place and available.
- Post social media content using strategic timing to increase the number of followers and views.

Immediately Following Event

- Thank all who liked and shared your post.
- Send thank you notes to all producers/leaders who also helped with program.

One Month Following Event

- Hold a follow-up YF&R committee meeting to discuss program or activity positives and negatives.
- Document the discussion and use it as a reference to improve your next program or activity.
- Compile social media data measuring the overall reach of campaign.
- Decide which posts were the highest performing and use this information to improve content planning and implementation in the future.

WHAT DO I NEED

Cost to YF&R

- Funding requirements will vary on the program or activity that you choose.
- Volunteering at a food bank or organizing with producers will only require travel to these locations, so funding requirements will be limited.
- #GrowingOurLeaders events will vary based on the scope of the activity and audience.
- Consider the amount of promotional materials you will need for your event when ordering from the state office.

State office supplies: Florida Farm Bureau has several items to assist your YF&R committee in these events. They are available on a first come, first served basis. Reserve your toolkit from the state office at <https://bit.ly/2UQCVmL>.

- Farm Bureau tablecloth
- Harvest for All/Feeding Florida flyer
- Farm Bureau membership brochure
- General YF&R brochure
- Brochure holder
- Growing Our Leaders banners (X2)

VOLUNTEERS NEEDED

- Volunteers needed will vary per event.
- Organizing with producers to participate in the gleaning/donation of non-marketable fruits and vegetables will only require one YF&R member.
- Volunteering at local food banks will also be dependent on the number of members in the committee and the total number of volunteers.
- Events such as a #GrowingOurLeaders grocery store consumer education and/or food collection will require a more organized YF&R committee with three to four volunteers (at minimum) for an effective, fun and successful program.

AMERICAN FARM BUREAU FEDERATION: “HARVEST FOR ALL” CONTEST

American Farm Bureau Federation sponsors the Harvest for All campaign and nationally recognizes state YF&Rs with awards for success in the program. There are four categories to compete in:

- Most “Volunteer Hours” given to your local or area food banks.
- Most “Food Donated in Pounds” to local or area food banks.
- Most “Money Raised” for local or area food banks.
- Most “Innovative Idea” for an event or project that benefits local food banks and feeding charities. (i.e. Host a challenge to shoppers at a grocery store to find Florida-produced items and donate those for the group to give to a food bank, with the winner of most found or most unique item receiving prizes).

There are many ways to participate in these contests and your District Field Representative will gladly help you.

WHERE TO START?

- Successful events begin with good planning!
- Meet with your committee to discuss program ideas or activities you would like to pursue.
- Reach out to the county Farm Bureau president and/or board of directors to get approval of event(s).
- Upon approval, establish a date and timeline for event.
- Contact your designated venue or food bank as well as the producer who will be needed to complete the activity. Be sure to follow-up with a place and a producer as the event nears.
- Assign committee members to different tasks to ensure an organized event.
- Reserve any needed materials from Florida Farm Bureau in advance (see timeline).
- Meet with your event volunteers to ensure they are comfortable with tasks assigned.
- Reach out to news media in advance to bring publicity to your event.
- Remember to promote your event on social media!

THE TIME HAS ARRIVED!

- The event chair and committee should verify that all volunteers and materials are in place.
- Greet any news media representatives in attendance and thank them for coming.

WE DID IT! NOW WHAT?

- Schedule and hold a follow-up meeting within a month of the event to consider the successes and any lessons learned.
- Search the hashtags to compile social media campaign data and any feedback from participants.
- Changes can always be made. Determine if this event is one that the committee would like to do again.

TIP: Contact your District Field Representative to get a template of a press release.

SAMPLE TIMELINE & CHECKLIST

3 MONTHS PRIOR	PERSON RESPONSIBLE	DUE DATE	DATE COMPLETE
Meet as YF&R group to begin to discuss ideas and finalize program or activity details.			
Establish task committees to spread out the work program or activity. (i.e., designate a social media chair/ committee for event).			
Establish date to hold program/ activity, lining up venue, food bank, etc.			
Reserve Harvest For All Toolkit materials State Office at https://bit.ly/2UQCVmL .			
1-2 MONTHS PRIOR			
Hold organizational meetings to discuss details and items/ tasks still needed for event.			
Contact the venue, producers, the food bank and news media to make sure everything is still set up as needed.			
DURING EVENT			
Post social media content using strategic timing to increase the number of followers and views.			
Make sure all details and items are in place and available.			
IMMEDIATELY FOLLOWING EVENT			
Thank all who liked and shared connecting their engagement to achieving a higher purpose.			
Send thank you notes to all producers/leaders who helped with the program.			
ONE MONTH FOLLOWING EVENT			
Hold a follow-up YF&R committee meeting to discuss program pros and cons.			
Compile social media data measuring the reach of campaign to determine high performing content.			

OTHER RESOURCES

Maps for Feeding Florida Food Banks

- <https://www.feedingflorida.org/feeding-florida/florida-food-banks>

Information on Volunteering at Food Banks

- <https://www.feedingflorida.org/taking-action/volunteer>

Press Release from AFBF on 2018 Harvest for All Program

- <https://www.fb.org/newsroom/farm-bureau-helps-hungry-americans-through-harvest-for-all>

TIP: To receive training on working with the media or customized social media scheduling/planning training, contact the Public Relations Division.



“ *Farming* looks mighty easy when your plow is a pencil, and you're a thousand miles from the corn field. ”

- Dwight D. Eisenhower