

Food Check-Out Week 2015



Kentucky Farm Bureau's Signature Event

In February, Kentucky Farm Bureau volunteer leaders and staff will distribute baskets of Kentucky-grown farm commodity items to members of the state legislature and constitutional officers. A proclamation will be read and adopted in a meeting of the State House and Senate.

How Can You Be Involved?

- Prepare a local news release. (A sample news release is enclosed. You may also receive an electronic version by contacting Scott Christmas at Scott.Christmas@kyfb.com or call at 502.495.5000, ext. 7221)
- You can compliment the Frankfort "Legislator Appreciation" event by preparing commodity baskets for local governmental offices and agencies to help celebrate the week.
- Arrange appearances on local television or talk radio shows.
- Feature this information in your county newsletter.
- Arrange for local Farm Bureau members to speak to local civic groups.
- Include the Food Check-Out emphasis in your Ag in the Classroom presentations.
- In-store promotions. These are simple to do and can be effective. You can ask your local grocery store to allow you to set up a store display for a few days before Food Check-Out Day. Hand out the color promotional cards at local store.
- Recruit FFA and 4-H students to help in your promotional efforts.