



## 2008-2009 Annual Report

# Agriculture in the Classroom

***"It was the best of times. It was the worst of times."***

This often quoted line from Dickens Tale of Two Cities seems to summarize Agriculture in the Classroom's 2008-2009 year.

Educational programs had another great year. This annual report highlights record attendance at workshops, new lessons and activities that have been created, and an enhanced and content-rich Web site that is attracting new and repeat visitors. It was the best of times for educational programs and initiatives.

Maybe it is a little dramatic to say it was the "worst of times" for fundraising but there is reason for concern when fund raising goals are not met. Agriculture in the Classroom is not the only non-profit that had a rough year. Individual giving dropped 5.7% nation-wide in 2008, the largest drop since records have been kept. While foundation giving rose

3%, corporate giving was down 4.5%. As the recession continues to take its toll on individuals, corporations and foundations predictions for 2009-2010 are that it will be another tough giving year and some non profits could go out of business.

What does that mean to Agriculture in the Classroom and to you as a donor? Agriculture in the Classroom is fiscally stable and will weather this storm.

We are constantly reviewing both revenue and expense so that we can continue to deliver services and information to teachers, students and the general public and stay within our financial means. Is it easy? No. Workshops are planned for flat attendance in 2009-2010, some of our planned projects may not go forward this year and travel is being restricted.

As donors each of you will make decisions this year on which organizations you will support through personal contributions. Your dollars may be tighter this year and you may have to make some hard choices. I ask that you keep Agriculture in the Classroom at the top your donation list and continue to send your contribution and, if you can, a little extra to make up for those who cannot contribute this year.

According to recent data released in the Census of Agriculture, most of the food we eat is grown on farmland in America's most metropolitan counties – 91% of fruits and nuts, 78% of vegetables, 67% of dairy and 54% of poultry and

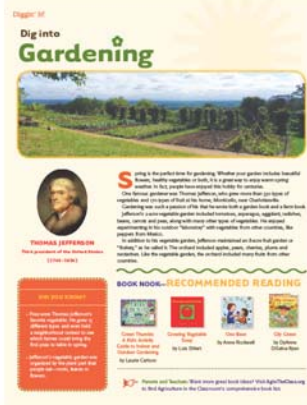


*Educators in Rockingham County work on a lesson about water purification called "Clean It Up!"*

eggs. This is the farmland most threatened by development. We lose 2,880 acres of farmland per day to development according to the American Farmland trust.

The need for education about the impact and importance of agriculture has never been greater. Agriculture in the Classroom will continue to educate teachers, students and the general public, but we need your support to continue these efforts. I hope that you will make Agriculture in the Classroom a giving priority this year and continue to support agriculture literacy in Virginia.

- Karen Davis,  
Executive Director



The AITC Educational staff puts the fun in the Diggin' It kids page in Virginia Farm Bureau's Cultivate magazine. More than 400,000 are distributed each year.



Tammy Maxey instructs Mecklenburg County teachers.

## Record Setting Workshop Attendance!

**1,898 teachers and pre-service teachers attended AITC workshops this year setting a new record.** AITC offers workshops to elementary (K-5), middle school science teachers (6-8) and pre-service (for education students at Virginia's colleges and universities) teachers. In addition we offer a Garden in the Classroom workshop for teachers in grades K-6 which focuses on plants, germination, soils and subjects related to growing plants and crops. Teachers attending AITC workshops receive training, SOL aligned lessons and activities and a bag full of great agricultural resources. Workshops and materials are free to teachers and school divisions due to the generosity of our donors.

## New Lessons and Activities

AITC introduces new lessons and activities each year to help teachers meet their classroom needs. This year math lessons, Sy-moo-try Cow and Funky Fraction Chicken, became favorites at workshops. AITC "beefed up" its offering of language arts to keep teachers from becoming "wet hens" at workshops with the Figurative Language in Agriculture lesson. Garden in the Classroom participants learned scientific investigation technique through Bottle Cap Exploration, while middle school science teachers tackled real life explorations with the periodic table. No matter the lesson plans the goal for AITC is always to provide teachers with great agricultural resources that support the SOLs.



"The brown bean said,"  
"You're looking at that blue."  
"No, something made you call this bean!"  
"Is there something we can do?"

"It's just that I'm a bean,  
I'd hoped that I would show...  
But just like everyone else around,  
The really didn't know."

"We don't want to hurt your feelings,  
But let us explain, do --  
What event gave you the special?  
What is your special about?"

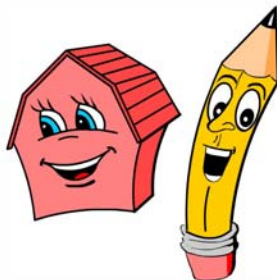
"I got a chance," the bean said,  
"To tell the story straight...  
I'll show you 'neath the soybean work,  
I'll show you, what's so special!"

## New Resources...

Do you know why the Brown Bean was Blue? When Nebraska AITC needed a partner to update their book on soybeans, Why the Brown Bean was Blue they asked Virginia AITC to partner with them. The result is a great updated book featuring pictures from Virginia and information about soybeans grown in the Commonwealth.

## Surfin' the Web for great lessons...Go to [AgInTheClass.org](http://AgInTheClass.org)!

The AITC Web site received a face lift this year and great new content. Nine agricultural WebQuests were added for students in grades K-8. WebQuests are student guided activities which allow students to research topics and complete tasks using online resources. More than 40 lessons for elementary and middle schools are on the Web site and available for use in classrooms immediately. The lesson plan page is the most visited page on the Web site. Three new video lessons are now available on line. Teachers can use the lesson video clips for professional development or show them in their classrooms. Each clip comes with a lesson plan. Great literacy connections, Kids Corner, a library of newsletters and so much more! The Web site has become an important service that AITC provides to teachers and students.

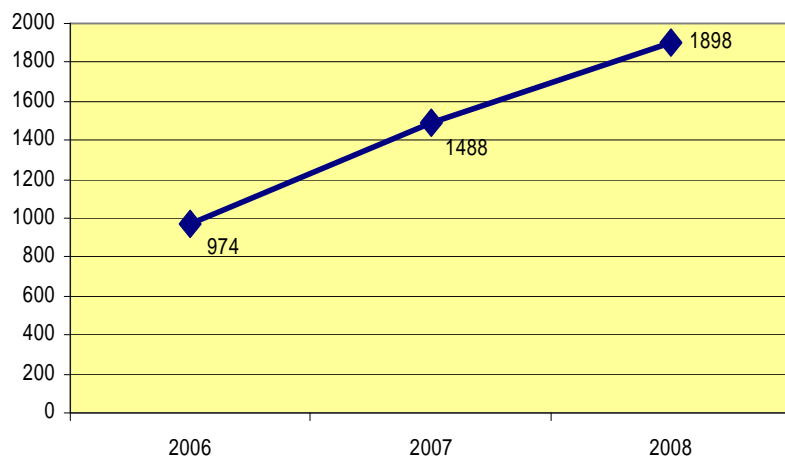


## Meet Aggie and Ed!

Agricultural maps remain AITC's most requested and most used resource. Aggie and Ed bring this resource to life through an interactive CD that takes students on a Virginia Adventure through the five regions of Virginia where they will learn about soil and topography, weather and climate, history and agricultural products of the region. Aggie and Ed make the learning fun and there are plenty of games along the way to test what you have learned.

## Quantifying Outreach

Workshop Participants By Program Year



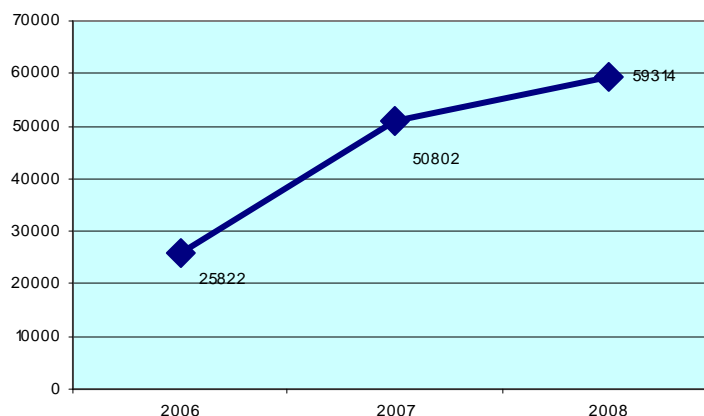
Participants in Agriculture in the Classroom elementary, middle school, Garden in the Classroom and pre-service teacher workshops has increased 94.8% in the past three years. Workshops are only one way AITC reaches teachers and provides them service. Here are some others:

- More than 20,000 newsletters were distributed giving elementary and middle school teachers information and lesson plans about apples and bees.
- New lesson plans, video lessons and literacy activities were added to the Web site this year for teachers to use in the classrooms. Web site traffic increased 216% this year as teachers logged on for great resources.

As Agriculture in the Classroom has increased teacher participation more students have benefitted from AITC lessons and activities. This chart shows the direct impact on students who have had a teacher participate in an AITC workshop. Recognizing the importance of the internet in young lives, AITC has also beefed up its offering for students on our Website. While these impacts are hard to measure the significant increase in Web site traffic indicates that our site is quickly becoming a favorite for teachers **and** students. Here are some other ways we have reached students:

- Kid's Corner gives teachers and students links to other great agricultural sites where students can visit a virtual farm, a dairy farm, learn about cloning and much more.
- WebQuests, a student directed activity, were added to the Web site. Nine are currently available for grades K-8.

Student Impact By Program Year



*211 Learning Barns have been donated to school and local libraries since the project started. AITC supports this project by providing book packages for the barns that support the SOLs, are agriculturally accurate, appeal to boys and girls and are appropriate for grades K-5.*

## Honor Roll of Donors, 2008-2009

### Founder - \$10,000 or greater

Philip Morris International  
Virginia Agricultural Council Board  
Virginia Farm Bureau Mutual Ins. Co.

### Leader - \$1,000 to \$9,999

Alleghany County FB  
Amherst County FB  
Augusta County FBWC  
Bedford County FB  
Carroll County FBWC  
Chesterfield County FB  
Chesterfield County FBWC  
Dinwiddie County FB  
Greene County FB  
Greene County FBWC  
Halifax County FB  
Hanover County FB  
Hanover County FBWC  
King William County FBWC  
Nottoway County FB  
Page County FBWC  
Patrick County FB  
Prince George County FB  
Pulaski County FB  
Roanoke County FB  
Rockingham County FBWC  
Shenandoah County FB  
Virginia Beach FB  
VAFB State Women's Program  
VAFB Young Farmers Committee

American Agricultural Ins. Co.  
Anthem Blue Cross & Blue Shield  
Atlantic Seaboard Wine Association  
Bayer CropScience  
BB&T  
Birdsong Peanuts  
Elis Olsson Memorial Foundation  
Houff Foundation  
Luck Stone Foundation  
Monsanto Company  
Southern States Cooperative  
Titmus Foundation  
Universal Leaf Foundation  
Virginia Corn Board  
Virginia Cotton Board  
VAFB Employee Participation Team  
Virginia Farm Bureau Federation  
Virginia Farm Credit Association  
Virginia Horse Industry Board  
Virginia Nursery & Landscape Assoc.  
Virginia Pork Industry Board  
Virginia Small Grains Board  
Virginia Soybean Board

### Builder - \$500 to \$999

Albemarle County FB  
Amelia County FB  
Charlotte County FB  
Floyd County FBWC  
Grayson County FB  
Lunenburg County FB  
Mecklenburg County FB  
Middlesex County FB

Montgomery County FB  
Orange County FB  
Russell County FBWC  
Smyth County FB  
Tazewell County FBWC  
VAFB Central District Women's Program  
VAFB Southside District Women's Program  
VAFB Southwest District Women's Program  
Colonial Agricultural Education Fdn.  
Houff's Feed & Fertilizer  
Southeast United Dairy Ind. Assoc.  
Swedish Match North America  
Virginia Agribusiness Council  
Virginia Crop Production Assoc.  
Virginia State Feed Association

### Sponsor - \$100 to \$499

Albemarle County FBWC  
Amelia County FBWC  
Appomattox County FB  
Bland County FB  
Brunswick County FBWC  
Buckingham County FBWC  
Campbell County FBWC  
Chesapeake County FB  
Craig County FB  
Craig County FBWC  
Cumberland County FB  
Fauquier County FB  
Fluvanna County FBWC  
Frederick County FB  
Goochland County FB  
Greensville County FBWC  
Isle of Wight County FB  
Isle of Wight County FBWC  
King George County FBWC  
Madison County FB  
Nansemond County FB  
Nelson County FB  
Northumberland-Lancaster Co. FB  
Prince William/ Fairfax County FB  
Prince William/ Fairfax FBWC  
Richmond County FB  
Shenandoah County FBWC  
Smyth County FBWC  
Stafford County FB  
VFB Capital Dist. Women's Prog.  
VFB Eastern Dist. Women's Prog.  
VFB Midwest Dist. Women's Prog.  
VFB Northern Dist. Women's Prog.  
Washington County FB  
Westmoreland County FBWC  
Wythe Co FB Young Farmer's  
Wythe County FBWC

American FB Fdn. for Agriculture  
American Farm Bureau Ins. Services  
Appomattox River Soil & Water  
Conservation District  
Augusta County Fair  
Bakery Feeds  
Cisco Systems

Coastal Agrobusiness  
Commonwealth Veterinary Clinic  
Cooperative Milk Producers Assoc.  
Craig-Botetourt Electric Coop.  
Delmarva Poultry Industry  
Eastern Shore Nursery of Virginia  
Farm Credit of the Virginias  
First Bank and Trust Company  
Food Lion  
Hubbard Peanut Company  
Ingleside Plantation Nurseries & Vineyards  
Irby's Property Maintenance  
Kiwanis Club of Tuckahoe  
Mecklenburg Electric Cooperative  
Mike Albert Leasing  
Northern Virginia Electric Coop  
Old Dominion Grain Corporation  
Select Sire Power  
Shenandoah Valley Electric Coop  
Southside Electric Cooperative  
Tabernacle United Methodist Church  
Ukrop's  
Universal Leaf Tobacco Company  
Valley Proteins  
Virginia Agricultural Growers Assoc.  
Virginia Bright Flue-Cured Tobacco Board  
VA Christmas Tree Growers Assoc  
Virginia Dark-Fired Tobacco Board  
VAFB Mutual Ins. Co. Sales Agents  
VAFB Women & YF Department  
Virginia State Dairymen's Assoc.

### Friend - gifts up to \$99

Augusta County Farm Bureau  
Caroline County Farm Bureau  
Henrico County FBWC  
Lee County FBWC  
Pittsylvania County Farm Bureau  
Prince George County FBWC  
VAFB Southeast District Women's Program  
Wise-Dickenson County FBWC  
Wise-Dickenson County FB  
Wythe County Farm Bureau

Blue Ridge Area MD/VA Milk Producers Coop.  
Murray Cider Company, Inc.

### Golf Tournament

American Agricultural Ins. Co.  
American FB Ins. Svcs.  
Bayer CropScience  
BB&T  
Cadmus Communications  
Captech Ventures  
Cavalier International  
CCA Financial  
CDW  
ChoicePoint Services  
Colonial Farm Credit  
DiMantova & Associates

Dixon Hughes  
Dominion Athletic Conference  
EMC  
Farm Credit of the Virginia's  
Gentry Locke Rakes & Moore  
Healthcare Consultants  
ISP  
Mrs. Evelyn Janney  
Keiter, Stephens, Hurst, Gary & Shreaves  
KJA Communications Groups  
KPMG  
Kubota  
Lewis Media Partners  
Mass Mutual Financial Group  
Old Dominion Athletic Conference  
Precision Body Works  
Sinnott Nuckols & Logan  
Southern Farm Bureau Life Ins. Co.  
Southern States  
The Supply Room  
ServiceMaster Services  
SYCOM Technologies  
Tabb, Brockenbrough & Ragland  
TMA Resources  
Universal Leaf Tobacco Co.  
USI - Retirement Services  
Valley Proteins  
VA Farm Bureau Mutual Ins. Co.  
Williams Mullen Clark & Dobbins

### In Kind Gifts in Support of the Golf Tournament

Anderson Lawn and Garden Center  
Andre Viette Farm & Nursery  
Barnes & Noble  
Bayer CropScience  
CDW  
Chesterfield Berry Farm  
Coleman Brothers Flowers, Inc.  
Colonial Farm Credit  
Felts Packing Company  
Food Lion  
Glen Allen Nursery  
Glory Days  
Mr. Haywood Hamlett  
Hotel Roanoke  
Hunting Hawk Golf Club  
Kubota Tractor Corp.  
Marriott Norfolk Waterside  
Penelope  
Pleasants Hardware  
Powhatan Wine Festival  
Printing Department  
Richmond Kickers  
River Ridge Bistro  
Shipp & Wilson, Inc.  
South Boston Speedway  
Starbucks  
Tapco Underwriters, Inc.  
The Good Earth Peanut Company  
The Great Big Greenhouse & Nursery  
Threads Run Thru It  
Ukrop's Gayton Crossing

## Honor Roll of Donors, 2008-2009

VAFB Administrative Dept.	Charlotte County FBWC
VAFB Communications Dept.	Chesapeake County FBWC
VAFB Mutual Insurance Company	Chesterfield County FBWC
VAFB Service Corporation	Dinwiddie County FBWC
Virginia Peanut Growers Assoc.	Franklin County FBWC
Virginia Soybean Association	Hanover County FBWC
Virginia Tech Athletic Department	Henrico County FBWC
Virginia Wineries Association	Henry County FBWC
West End Plants & Produce	Lee County FBWC
	Mecklenburg County FBWC
	Montgomery County FBWC
	Northampton County FBWC
	Powhatan County FBWC
	Prince William FBWC
	Rockingham County FBWC
	Russell County FBWC
	Shenandoah FBWC
	Southampton County FBWC

### **In-Kind Gifts in Support of General Programming**

Virginia Beef Industry Council

*Special thanks to the following Women's Committees who provided food and items in support of workshops*

Bedford County FBWC

## Legacy Society

The Legacy Society recognizes individuals who have made provisions for Agriculture in the Classroom through their estate. If you have made a similar provision or would like more information about making a charitable gift in your estate, please contact the Foundation offices at 804-290-1141. Membership in the society can be kept anonymous.

Mr. Charles Thomas was the first, and to date, only known member of the Legacy Society. Mr. Thomas did not provide knowledge of his gift to the foundation prior to his passing. This did not allow the foundation to thank Mr. Thomas or to recognize him for his generous gift. Stating an intent to leave a gift is non-binding. This allows the Foundation to recognize and thank you but if financial circumstances change, a gift can be revoked at any time.

## Tribute Gifts

### Gifts were made in honor and memory of the following individuals

#### In honor of:

Mr. Thomas K. Adams  
 Ms. Sharon Amos  
 Ms. Kristen Bare  
 Mr. Ron Bean  
 Mr. & Mrs. John L. Blackwell  
 Ms. Trudy Blevins  
 Mrs. Trula S. Blevins  
 Mr. Parke C. Brinkley  
 Ms. Rebecca B. Broaddus  
 Mrs. Catie Brown  
 Ms. Lisa Bunch  
 Mr. Pat Caine  
 Mr. Arthur R. Carter  
 Ms. Coleen Combs  
 Mr. Charles A. Cox  
 Mr. & Mrs. A. Gray Coyner  
 Ms. Virginia S. Crane  
 Ms. Marguerite Cross  
 Ms. Mary A. Daughtry

Mr. Alvah L. Dawley  
 Ms. Michelle G. Dean  
 Mary Howe Glascok Dizerega  
 Mr. Norman Estes  
 Ms. Tonya Fontenot  
 Alice Forrest  
 Ms. Jessica Framme  
 Mr. & Mrs. Donald Gillespie  
 Ms. Laura Grove  
 Elliott & Nancy Harman  
 Mrs. Geneva A. Hodges  
 Ms. Laura Hunt  
 Mr. & Mrs. Chester E. Janney  
 Mrs. Eunice Jones  
 Mr. Zack Jones  
 Ms. Elizabeth Kite  
 Mr. Raymond Kites  
 Brenna & Dayna Lafferty  
 Dr. James Lambdin  
 Mr. & Mrs. O. B. Lockhart  
 Mr. Carl G. Luebben  
 Ms. Betty Mcdaniel  
 Midwest District Women's Comm.  
 Mrs. Helen B. Neese

Mr. David Overbay  
 Ms. Gail Parker  
 Mr. Allison Perkins  
 Mrs. Ashley Pollock  
 Adam Scott Poore  
 Elaine Poore  
 Mr. & Mrs. Wayne F. Pryor  
 Mrs. Jessie Scott  
 Mr. & Mrs. G. Andrew Seibel  
 Mr. Gary Semones  
 Mr. A. C. Shackelford, Sr.  
 Southwest District Secretaries  
 Southwest District Women's Prgm.  
 Mrs. Michele Stanish  
 Mr. & Mrs. Doug Stoughton  
 VAFB Mutual Insurance Co.  
 Mr. J. D. Waddle  
 Lance Cpl. Greg Whitus  
 Ms. Lisa Whitus  
 Mrs. Dolly Worthy

#### In memory of:

Mr. & Mrs. Archie B. Atwell  
 Mr. Archie Bailey  
 Mr. Charles Beahm  
 Mr. Okley Boyd  
 Mr. Charlie F. Ellett  
 Mr. David Foley  
 Mrs. Kathy Gardner  
 Leslie W. King  
 Mr. John M. Kline, Jr.  
 James R. Martin  
 Mrs. Stephanie McCroskey  
 Mr. Galen Morris  
 Stuart Morris  
 Mrs. Maxine Olinger  
 Mrs. Charlotte Philen  
 Mrs. Saufley  
 Mrs. Phyllis Barrick Shenk  
 Mr. John Shotwell  
 Mr. Michael Spence  
 Ms. Dorothy Spencer  
 Ms. Mary Lou Stokes  
 Mr. John Waddle  
 Mr. John R. Zirkle

## Statement of Activities

Revenue and Other Support		
Contributions	\$168,582	
Grants (Foundations/USDA/Commodity Boards)	\$65,690	
Golf Tournament	\$37,058	
Interest and Other Revenue	\$13,003	
<b>Total Operating Revenue</b>		<b>\$284,333</b>
Operating Expenses		
Educational Programs (Elementary, Middle, Garden Workshops, Materials and Marketing)	\$92,994	
Newsletter	\$8,482	
Education Staff Salaries	\$134,256	
Special Project - Interactive CD	\$26,019	
<b>Total Program Expenses</b>		<b>\$261,751</b>
Development Office Expenses	\$15,518	
Golf Tournament Expenses	\$12,459	
Management & General Expenses	\$11,409	
Rent and Utilities	\$13,352	
Development and Management Total		\$52,738
<b>Total Expenses</b>		<b>\$314,489</b>



*Q is for Queen Bee!*  
 Visit [eklips.org](http://eklips.org), website of the local Idea Station (PBS) to see Professor Brad's "ABC's of Agriculture" and supporting SOL's. AITC staff help to develop this content as part of Virginia Farm Bureau's monthly television program, "Down Home Virginia." The clips receive about 1,325 hits per month.

- Virginia Farm Bureau pledged of \$40,000 per year for five years, beginning 2006. The pledge was booked as an asset according to Generally Accepted Principals (GAP) Standards. To use these funds AITC shows a \$40,000 deficit.
- The Virginia Farm Bureau Federation provided an in-kind donation of \$187,712.
- Expenses that directly relate to services provided to teachers accounted for 83.2% of total expenses.

## Board of Directors

Wayne F. Pryor  
President  
Virginia Farm Bureau Federation

David M. Chilton  
Chairman of Board  
Universal Leaf Tobacco Co.

Franklin Dowless  
Vice Chairman of Board  
Bayer CropScience

Bette Brand  
Chief Sales Officer  
Farm Credit of the Virginias

Janice R. Burton  
State Women's Chairman  
Virginia Farm Bureau Federation

David Conner  
Agriculture Relations  
Philip Morris International

J. Carlton Courter III  
Friend of Agriculture

Ellen M. Davis  
Rural Development State Dir.  
USDA

Jacquelin P. Easter  
Friend of Agriculture

Gregory B. Farmer  
President  
Colonial Farm Credit

Stanley O. Forbes  
Friend of Agriculture

Todd Haymore  
Commissioner of Agriculture  
Virginia Dept of Agriculture &  
Consumer Services

Jeb Hockman  
Member & Public Relations  
VA, MD & DE Association of  
Electric Cooperatives

Jeff Ishee  
WSVA Radio

Evelyn Janney  
Virginia Farm Bureau Federation

Joseph Koch  
Commonwealth Public  
Broadcasting Corporation  
Chief Financial Officer

J. Keith Phillips  
First Bank and Trust Company  
Senior Vice President

Jeffrey Pope  
Cedar View Farms/Royal Oaks  
Peanuts

Richard L. Rivers  
Vice President  
Virginia Farm Bureau Mutual  
Insurance Company

Glen C. Sink  
Executive Director  
The Center for Rural Virginia

Scott Sink  
Instructor  
Virginia Tech

Paul B. Stapleton  
Superintendent  
Halifax County Public Schools

Andre Viette  
Andre Viette Farm and Nursery

Joseph B. Will  
Senior Buyer



Southampton County Farm Bureau President Gary Cross prepares to plant peanuts with education coordinator Lynn Stadelmeier. Each year, AITC staff visit farms across the state to learn more about an area of agriculture and its practices.

**“...National security also argues for preserving every acre of farmland we can and then making it available to new farmers. We simply will not be able to depend on distant sources of food, and therefore need to preserve every acre of good farmland within a day's drive of our cities. In the same way that when we came to recognize the supreme ecological value of wetlands we erected high bars to their development, we need to recognize the value of farmland to our national security...”**

**- Michael Pollan, Farmer in Chief**

Published on October 10, 2008 by [the New York Times](#)