

Annual Report

2008-2009

MINNESOTA AGRICULTURE IN THE CLASSROOM



A PUBLIC AND PRIVATE PARTNERSHIP SINCE 1986



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LETTER FROM THE CHAIR

Dear Friends of Minnesota Agriculture in the Classroom Foundation

As we celebrate the close of our 23rd year and enter into the 24th year of Minnesota Agriculture in the Classroom (MAITC) we can look back with a sense of accomplishment and look forward with tremendous excitement at what lays ahead of us. Thanks to the tremendous support we have received we have again been able to deliver fantastic agricultural literacy opportunities to pre K through grade 12 students and educators and beyond. The following annual report details the activities and programs of MAITC.

This was another growth year for MN Ag in the Classroom Foundation. As our sponsor base continues to grow, so does our ability to reach more classrooms and more students. In 2008-09, we reached over 600 classrooms and over 60,000 students. With over 500 public, private and charter schools districts and nearly 850,000 students in our state, we still have a long way to go. That is why we continue to need your support and the support of the whole agriculture community.

This past year we conducted a formal random survey of teachers who use our *AgMag* magazine. The purpose of the survey was to understand how classrooms were utilizing this agricultural literacy resource. The results were overwhelmingly positive. Of the 150 teachers who responded, 80% of them integrate the three issue publication into their curriculum each year. 95% of those teachers use the magazine 2-3 times per issue. We also discovered that the number one way that teachers learn about our programs is from other teachers. Teacher to teacher recommendations are very value in the education field.

This year our previously piloted *AgMag* Junior magazine went to two issues. Feedback from teachers was extremely positive. They enjoyed the crisp, easy to read layout and age appropriate content. One teacher from Comfrey school district said "Any information related to agriculture is a plus for us. We have very little curriculum in this area of study. We used all of the black line masters, and also the literature connection information. I love it – so do the kids!". This publication reached 250 classrooms.

We continue to see new requests for our popular *Fields of Energy* DVD for junior high and high school students. This DVD (launched in 2007-08) focuses on the renewable energy industry in MN. Students can tour a bio diesel, ethanol and turkey waste energy plants. They can learn about careers associated with renewable fuels and even learn about wind production. Lastly, students are able to view segments of the DVD on YouTube and access DVD info from Facebook.

The public/private partnership between the Minnesota Department of Agriculture and the Minnesota Agriculture in the Classroom Foundation is as strong as ever. This partnership has successfully carried the message of Minnesota agriculture and its impact on the state, nation and world to thousands of students and their families in 2008-09 and with your help will continue to do so for years.

Thank you for your continued generous support.



William A. Mielke, II, Chair



Emily J. Zweber, Foundation Director

MISSION

THE MINNESOTA AGRICULTURE IN THE CLASSROOM PROGRAM SHALL PROMOTE UNDERSTANDING AND AWARENESS OF THE IMPORTANCE OF AGRICULTURE.

CORE PROGRAM VALUES

MAITC is committed to citizens becoming “conversationally literate” about agriculture.

- Many citizens do not recognize the essential role agriculture plays in their lives and the world, nor critical aspects that affect agriculture;
- Today’s students are tomorrow’s leaders and decision-makers affecting all aspects of agriculture;
- Education about agriculture doesn’t “just happen” in most communities;
- Programming starts first in the classroom, then expands to other areas;
- Focus is broad-based agricultural literacy, as compared to agency, corporate, organization or commodity-specific needs and interests.

MAITC will continue as respected non-profit, public/private partnership

- To achieve its mission and goals, “MAITC is best served through the collaboration of public and private sectors associated with agriculture and education.” This statement continues to support the discussion and decision established back 1984 by the initial 54 member State Task Force.
- The MAITC Foundation represents the private sector, with a Board of Directors and Foundation Director managing the fund development and administrative obligation inherent for any non-profit entity. As the public face of the program, the Minnesota Department of Agriculture manages program development and implementation.

KEY PLAYERS WITH THE MAITC PARTNERSHIP

- MN DEPARTMENT OF AGRICULTURE
- MINNESOTA AGRICULTURE IN THE CLASSROOM FOUNDATION
- PROGRAM FUNDING PARTNERS
- “AG LITERACY” CUSTOMERS, IN PARTICULAR, K-12 STUDENTS AND EDUCATORS.

PROGRAM HIGHLIGHTS

2008-2009

MINNESOTA AGMAG SERIES

- A recent formal survey of randomly selected teachers revealed that the popular *AgMag* series is getting more mileage than previously suspected. 88% use the magazine as a whole class activity and 54% use each issue at least 2-3 times. The *AgMag* is used in a variety of content including: history/geography/agriculture (63%), environmental studies (48%) and life and earth sciences (27%).
- The three issue publication is distributed to over 500 schools annually, reaching approximately 50,000 students. The issues' topics are: *Agriculture is Everywhere*, *From Land to You*, and *Celebrating our Natural Resources*. New content is developed each year to keep the magazine fresh and current. Each issue is eight pages and includes in-depth information, hands-on activities and lessons and fun facts. Teachers are provided with a comprehensive Teacher Guide. The guide provides background information, resources, additional activities and lessons and academic standards connections.

Ms. Susy Wielbold – 4/5 grade teacher at Hillcrest Elementary, Bloomington
“AgMag continues to be a key component of our MN curriculum”

Ms. Sharon Reichenbach – grades 9-12 at Lehmann Adult High School, Minneapolis
“I used this (AgMag) with my 4th and 5th grade reading level adults. They really liked it and were amazed at all the different aspects of agriculture. I saw more enthusiasm than I have seen in a long time!”

AGMAG JR. PROJECT

- After the overwhelming positive response to the *AgMag Jr.* during its pilot year (2007-08), the MAITC Foundation board of directors committed funds for an additional issue. With a generous grant from AgStar Financial Services, a second issue, focusing on milk production for the “Farm to You” theme, was developed. The new magazine was delivered to 320 schools this year and impacted approximately 16,500 students.
- Like the *AgMag* series, *AgMag Jr.* comes with a comprehensive Teacher Guide. This guide is designed for the teacher with no agricultural background. Resources, additional activities and lessons, copy ready worksheets and academic standards connections are included.

Ms. Mary Beth Martin – K teacher at Meadowview Elementary, Farmington
“I liked how it linked home, school and community. Bright colors and interesting pictures were great. We used AgMag Jr. with our farm unit in the spring.”

Ms. Tiffany Wulf – 1st grade at JFK Elementary, Lakeville
“The kids loved the “moo to you” issue. It’s great for partner reading. Thank you for doing this. Most children do not have any experience with farming/agriculture. This is a great tool.”

FINANCIAL STAKEHOLDERS

2008-2009

INDIVIDUALS

Adele and Walter Munsterman
Al and Donna Gulbransen
Al Withers
Alan and Debora Full
Alan and Terri Krysan
Amy Rose Pint
Bill Mielke
Charles and Yvonne Erickson
Craig Lichtsinn
Dennis and Pattie Bjorklund
Ed and Shirley Frederick
Eric and Kristi Ruen
Joanne Buggey
Jody L. Bloemke
Julie Tesch
Lisa M. Behnken
Neil J. Kruse
Paul and Val Aarsvold
Roger and JoAnne Dale
Robert and Susan Anderson
Robert M. Quist
Robin Kinney
Sarah Tesmer
Scott L. Fiegel
Scott and Vicky Singlestad
Steven and Kathleen Geis
Tim and Emily Zweber
Trudy Wastweet
Vernon and Joan Cardwell
Vicky Fick

Major Business Sector

Boise, Inc
CMPGR/Weber Shandwick
Cottonwood Coop Oil Company
Davisco Foods International
Duluth Seaway Port Authority
Field Seed Farms
Finney Company
Gold'n Plump
Hefty Seed Company
Jennie-O Turkey Store
Kemps
Land O' Lakes Foundation
North Star Mutual Insurance
Company
Pioneer Hi-Bred International

Agricultural Organizations/Assns. and Commodity Groups

Broiler and Egg Association of Minnesota
Brown County Farm Bureau
Goodhue/North Wabasha Corn/Soybean
Association
Lac Qui Parle County Farm Bureau
Lyon County Soybean Growers
Association
Midwest Dairy Association
Midwest Food Processors Association
MN Agriculture Aircraft Association
MN Agri-Women
MN Angus Association
MN Area One Potato Research and
Promotion Council
MN Area Two Potato Council
MN Beef Council
MN Buffalo Assn
MN Corn Growers Assn
MN Crop Production Retailers
MN Cultivated Wild Rice Council
MN District 11 Agri-Women
MN Farm Bureau Foundation
MN Farmers Union
MN Forest Industries Assn.
MN Grain and Feed Assn
MN Honey Producers Association
MN Livestock Breeders Assn
MN Milk Producers Assn
MN Nursery and Landscape Assn
MN Pork Board
MN Soybean Growers Assn.
MN Turkey Research and Promotion
Council
MN Veterinary Medical Assn
MN Wheat Research and Promotion
Council
Murray County Farm Bureau
Northarvest Bean Growers Assn
Red River Valley Sugarbeet Growers Assn
Scott County Farm Bureau
Sibley County Farm Bureau
West Central Ag Sales Association
Yellow Medicine County Farm Bureau
Yellow Medicine County Corn Growers
Yellow Medicine County Soybean Growers

Important In-Kind Support

MAITC Board and Volunteer Net-
work
Minnesota Department of Educa-
tion
Minnesota State Fair
University of Minnesota Agricul-
tural Experiment Station
University of Minnesota South-
west Research and Outreach
Center

Education Groups

Independent School District 112
(Chaska FFA)
UofM-Waseca/Southern School of
Ag Alum Assn
MN Agricultural Education
Leadership Council
MN FFA
MN Assn of Agricultural
Educators
USDA/AITC Consortium

Cooperatives

AgCountry Farm Credit Services
AgStar Financial Services
CHS Foundation
First District
MINN-DAK Farmers Cooperative
Steele Waseca Coop Electric

THANK YOU

RECOGNIZING PHILANTHROPIC MILESTONES

As a unique public/private partnership, MAITC relies heavily on annual contributions from Minnesota's agriculture and education communities. We try to show our appreciation by recognizing supporters formally every five years. The following entities have reached either a 5, 10, 15, 20 year funding level through fiscal year 2008-09, which closed June 30, 2009.



5 yr

Five Year Funders

- Finney Company



10yr

Ten Year Funders

- Minnesota Buffalo Association
- Minnesota Forest Industries Association



15yr

Fifteen Year Funders

- CMGPR, Inc/Weber Shandwick



20yr

Twenty Year Funders

- Broiler and Egg Association of Minnesota
- Gold'n Plump
- John Deere Company
- Minnesota Corn Growers Association
- Minnesota Cultivated Wild Rice Association
- Minnesota FFA
- Minnesota Milk Producers Association

FIANCIAL STATEMENT

JUNE 30, 2009

	Unrestricted	Temporarily Restricted	Total
SUPPORT AND REVENUES			
Contributions	\$ 89,449.69	\$ 10,593.75	\$ 100,043.44
Fields of Energy DVD Sales	-	-	-
In-Kind Contributions	\$ 109,150.00	-	\$109,150.00
Interest Income	\$ 22.10	-	-
Net Assets Released from Restriction	\$ 2,593.75	(\$ 2,593.75)	-
Total Support and Revenues	\$ 201,215.54	\$ 8,000.00	\$ 209,193.44
EXPENSES			
Program Expenses			
Education Specialist	-	-	-
Fields of Energy DVD	\$ 925.00	-	\$ 925.00
Food, Land and People	-	-	-
Food For Thought	-	-	-
MN Agriculture Magazine Series and Junior	\$ 49,626.45	-	\$49,626.45
Materials Reprints	\$ 2,604.00	-	\$ 2,604.00
Mini-Grants Awards	\$ 3,212.00	-	\$ 3,212.00
Program Oversight	\$ 77,131.00	-	\$ 77,131.00
Program Support	\$ 13,551.00	-	\$13,551.00
Public Information	\$ 5,582.91	-	\$ 5,582.91
Total Program Services	\$ 152,632.36		\$ 152,632.36
Supporting Services	\$ 40,264.00	-	\$ 40,264.00
Total Expenses	\$ 192,896.36	-	\$ 192,896.36
INCREASE (DECREASE) IN NET ASSETS	\$ 8,319.18	\$ 8,000.00	\$ 16,297.08
NET ASSETS AT THE BEGINNING OF YEAR	\$ 13,888.00	\$ 3,000.00	\$ 16,888.00
NET ASSETS AT END OF YEAR	\$ 22,207.18	\$ 11,000.00	\$ 33,185.08

MAITC BOARD OF DIRECTORS

Chair

Mr. Bill Mielke
Wilson's Nursery, Inc
New Germany

Vice Chair

Ms. Jody Bloemke
AgStar Financial Services
Mankato

Treasurer

Mr. Dennis Bjorklund
Chaska High School
Chaska

Ms. Susan Anderson

University of Minnesota
Redwood Falls

Dr. JoAnne Buggy

Retired Educator
Edina

Mr. Roger Dale

Retired Agricultural Producer
Hanley Falls

Mr. Alan Krysan

Finney Company
Lakeville

Ms. Molly Neil

University of MN-Twin Cities
St. Paul

Ms. Vicky Singlestad

Agricultural Producer
Waseca

Ms. Gwendolyn Swenson

Farm Bureau Financial Services
North Branch

Ms. Sarah Tesmer

MN Agricultural Education Leadership Council
St. Paul

Ex-Officio Directors

Mr. Jim Ertl,

MN FFA-MN Department of Education

Mr. Michael Schommer

Minnesota Department of Agriculture

MAITC STAFF

Mr. Alan Withers, Program Director

Minnesota Department of Agriculture

Ms. Emily Zweber, Foundation Director

Elko New Market