



Celebrating National Ag Day & National Ag Week in style

By Agri-Pulse Staff

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Washington, March 14 – National Ag Day events March 20th, the first day of spring, are being organized by the Agriculture Council of America (ACA) to help every American from school kids to seniors:

- Understand how food, fiber and renewable resource products are produced.
- Value the essential role of agriculture in maintaining a strong economy.
- Appreciate the role agriculture plays in providing safe, abundant and affordable products.
- Acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resource industries.

ACA points out that “Agriculture provides almost everything we eat, use and wear on a daily basis, and is increasingly contributing to fuel and other bio-products.” The organization adds that its annual Ag Day events “educate millions of consumers each year” – necessary because whereas just a few generations ago, most Americans were directly involved in or had relatives or friends involved in agricultural-related endeavors, the vast majority of Americans now see food, clothing and many ordinary products as coming from the supermarket or department store, not from the farm, dairy or feedyard. “Americans need to understand the value of agriculture in their daily lives,” ACA points out, listing these reasons to celebrate Ag Day – now it its 37th year:

- Increased knowledge of agriculture and nutrition allows individuals to make informed personal choices about diet and health.
- Informed citizens will be able to participate in establishing the policies that will support a competitive agricultural industry in this country and abroad.
- Employment opportunities exist across the board in agriculture. Career choices include:
 - farm production
 - agribusiness management and marketing
 - agricultural research and engineering
 - food science
 - processing and retailing
 - banking

- education
 - landscape architecture
 - urban planning
 - energy
 - and other fields.
- Beginning in kindergarten and continuing through 12th grade, all students should receive some systematic instruction about agriculture.
 - Agriculture is too important a topic to be taught only to the small percentage of students considering careers in agriculture and pursuing vocational agricultural studies.
 - Agricultural literacy includes an understanding of agriculture's history and current economic, social and environmental significance to all Americans. This understanding includes some knowledge of food, fiber and renewable resource production, processing and domestic and international marketing.

For more information, go to: www.agday.org

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