

NEWS RELEASE

I Love Farmers...They Feed My Soul, Inc.
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For Immediate Release:

I Love Farmers...They Feed My Soul Formalizes Non-Profit Status

Nipomo, Calif. - It's official. What started as a grassroots effort by a group of young people to support American family farmers and ranchers, has become an official non-profit organization. **I Love Farmers...They Feed My Soul** elected its first board of directors on Sept. 29 in San Luis Obispo, Calif. The new board ratified its operational by-laws.

The newly elected board includes, president Megan Brownell of Nipomo, Calif., vice-president Luke DeGroot of Fresno, Calif., secretary Mindy Burriss of Hughson, Calif., treasurer Brean Bettencourt of Turlock, Calif. and Cody Penfold of Kingsburg, Calif.

I Love Farmers...They Feed My Soul originated out of the frustration by young people who have a passion for agriculture but realized few of their peers really know how their food is grown in America. Additionally, they were angry at the way agriculture is often wrongly portrayed in the mass media and political campaigns.

Using new media technology, the young people decided to take matters into their own hands and launched an aggressive social media blitz to share information about family farmers and ranchers. **I Love Farmers...They Feed My Soul** has become one of the fastest growing Facebook groups on the planet about agriculture. Today more than 27,000 people are engaged in daily conversations in the Facebook group. Additionally, the group created a website and apparel line to make supporting family farmers and ranchers fun.

Their colorful logo is very popular and people from all over the world have bought t-shirts and other items to support the group. The website www.ilovefarmers.org is a decidedly different way of promoting farmers and ranchers - typically a very conservative group.

The mission of **I Love Farmers...They Feed My Soul** is to be a leading non-profit, youthful and progressive advocacy group supporting American family farmers and ranchers using integrated, new media, communication strategies aimed at young people.

I Love Farmers...They Feed My Soul helps young people celebrate the bounty of choices we have in the marketplace for our food, fiber, flora and fauna because of American family farmers and ranchers. The group values personal food choices based on science, education and awareness that allow Americans food independence.

Industry support is critical to the sustained success of this innovative and enthusiastic group. For more information on how you or your organization can help, please contact scott@ilovefarmers.org.

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