

EDUCATES STUDENTS ABOUT
FLORIDA AGRICULTURE



2007 ANNUAL REPORT



Florida Agriculture
in the Classroom, Inc.
AGRICULTURE KEEPS
FLORIDA GREEN

MESSAGE FROM THE CHAIRMAN

Florida Agriculture in the Classroom, Inc. prospered in 2007 thanks to your support. It reached more than 6,200 teachers and 161,000 students in pre-kindergarten through 12th grade with the message of the importance of Florida agriculture with its curricula, materials and programs. Sales increased of its sole source of funding, the agriculture specialty license plate or the 'Ag Tag.'



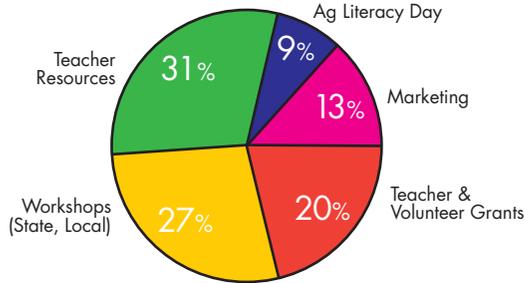
In addition to tracking the numbers of teachers and students reached, Florida Ag in the Classroom put into place in 2007 measures to gauge the effectiveness of its curricula, materials and programs. Results of pre- and post-tests show students' understanding of Florida agriculture grew at least 30 percent after participating in Florida Ag in the Classroom lessons and programs.

Teachers attended Florida Ag in the Classroom workshops in increasing numbers, and ordered thousands of its new activity newspaper "The Science and Technology of Florida Agriculture," among other Florida Ag in the Classroom materials. Florida Agriculture Literacy Day continued to introduce new agriculture industry volunteers to the program.

Twenty-one teacher and 15 volunteer grant projects completed in 2007 taught students about different methods of farming, beef byproducts and the variety of fruits and vegetables produced in Florida. As you can see it's been a busy, productive year for Florida Ag in the Classroom. We couldn't have done it without you.

Cara Martin

2007 EXPENDITURES



MESSAGE FROM THE EXECUTIVE DIRECTOR



Florida Ag in the Classroom is able to offer its curricula, materials and workshops for free or for a nominal fee to teachers and agriculture industry volunteers because of the funding it receives from your purchases of the Ag Tag.

Please continue your support of Florida Ag in the Classroom by renewing your Ag Tag and encouraging agriculture industry friends who don't have one to buy one.

It's \$22 above the regular cost of a license plate, \$20 of which goes to Florida Ag in the Classroom and \$2 of which goes to the state for administrative fees. Contact your local tax collector's office or visit www.agtag.org for more information about renewing or purchasing an Ag Tag.

Lisa Gaskalla

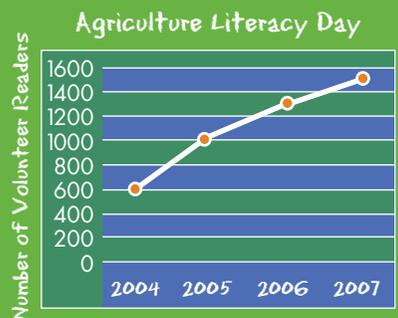
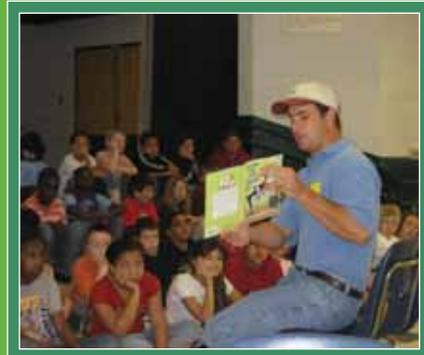
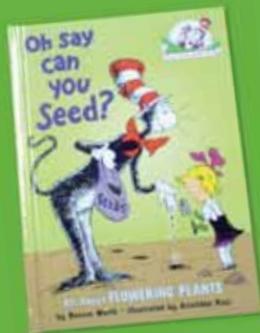
FLORIDA AGRICULTURE LITERACY DAY POPULARITY RISES

Participation in Florida Agriculture Literacy Day grew again in 2007, the fourth year it has been held. More than 1,500 agriculture industry volunteers read in more than 3,200 elementary classrooms to more than 80,000 students.

Florida Ag in the Classroom partnered again with the Florida Department Agriculture and Consumer Services and Commissioner Charles Bronson to host the event.

Florida Ag in the Classroom provided free to industry volunteers the designated children's book "Oh Say Can You Seed?" a rhyming book that is a part of the Cat in the Hat library and teaches students about flowering plants. It also provided students with bookmarks listing facts about the importance of Florida agriculture, and teachers with a lesson related to the book and a packet of seeds to use afterward.

After their readings, farmers, ranchers, growers and other agriculture industry representatives talked to students about how what they do for living affects students' daily lives.



STUDENTS' AGRICULTURE UNDERSTANDING GROWS

Results of tests developed for Florida Ag in the Classroom's curricula and materials found students' knowledge of Florida agriculture grew in the double digits after teachers presented these lessons and activities.

Tests administered before and after lessons were presented from Florida Ag in the Classroom's curriculum, "Project Food, Land and People", increased students' understanding of the industry by 30 percent, increasing from an average of 44 percent to an average of 74 percent.

The same can be said for tests given to 3rd graders before and after they used the activity newspaper "The Science and Technology of Florida Agriculture." Student's average test scores rose from 42 percent to 78 percent, a 36 percent gain.

Increasing the number of teachers and students using Florida Ag in the Classroom curricula and materials is important. But measuring the efficacy of its educational materials is essential.

Two other new activity newspapers developed in 2007 - "Discovering Florida's Growing Treasures" for kindergarten through 2nd grade and "Life from the Land: Florida Agriculture Past, Present and Future" for middle school - are being distributed with similar tests to all the 1st grade teachers and middle school science and social studies teachers in the state this year, the test results of which will be included in the 2008 Annual Report.

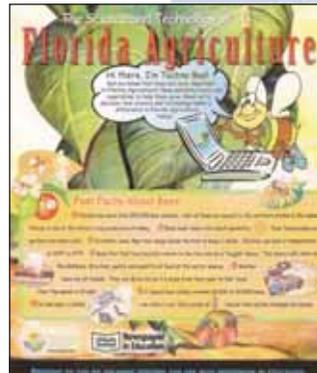
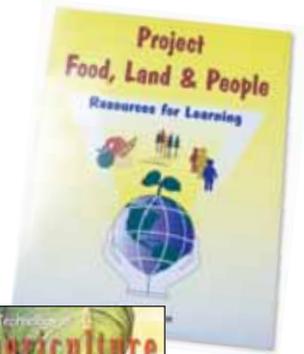
Students' Understanding of Florida Agriculture Grows



Project Food, Land & People



The Science & Technology of Florida Agriculture



TEACHERS' WORKSHOP PARTICIPATION EXPANDS

Teacher attendance at Florida Ag in the Classroom workshops rose in 2007 as new facilitators trained in February held workshops in their home counties and more teachers and volunteers participated in the State Workshop in June.

The number of participants in Florida Ag in the Classroom's 2007 State Teacher and Volunteer Workshop "Going Cocoa-Nuts for Florida Agriculture" attracted 191 attendees, up 47 percent from 2006.

State Workshop lessons and activities educated teachers about the different commodities produced in Florida and the issues Florida farmers face. Agriculture industry volunteers learned new agriculture-related activities they can use for their AgVenture field trips and farm tours.



FLORIDA TEACHER WINS NATIONAL AGRICULTURE AWARD AGAIN

For the second year in a row, Florida's Excellence in Teaching about Agriculture Award winner took the National Excellence in Teaching about Agriculture Award. Dr. Kitchka Petrova, a science teacher at Ponce De Leon Middle Community School in Miami, won the state and national award for teaching her 6th and 7th graders the importance of biotechnology in agriculture by showing them how to experiment with a variety of plants, prepare tissue cultures from carrots and analyze the rise of civilization as agricultural practices advanced.



TEACHER GRANTS EDUCATE STUDENTS ABOUT FARMING TECHNIQUES, COMMODITIES

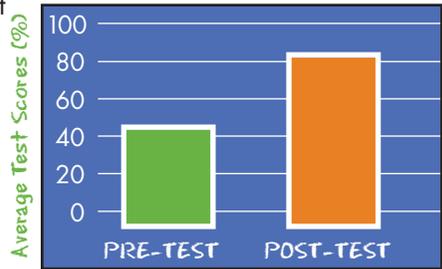
Kindergarteners in Ms. Kathy Lane’s class at Abess Park Elementary in Jacksonville learned about beef byproducts and how plants grow in Florida with funding from a Florida Ag in the Classroom teacher grant.

Fifth graders in Mr. John Chybion’s class at Endeavor Elementary in Cocoa grew strawberries using a hydroponics system and learned about the importance of the strawberry industry to Florida with funding from a Florida Ag in the Classroom teacher grant.

They were two of 21 teachers to receive Florida Ag in the Classroom teacher grants for the 2006-07 school year. About 5,600 students statewide learned important agricultural lessons as part of the teacher grant program. On average, their understanding of Florida agriculture rose 35 percent, from 48 percent to 83 percent after participating in these teacher grant projects, according to results of tests given before and after students participated in these projects.

Florida Ag in the Classroom has awarded more than \$225,000 in teacher grants since it began the program six years ago.

Students’ Understanding of Florida Agriculture



STUDENTS LEARN ABOUT FLORIDA VEGETABLE, BEEF & DAIRY PRODUCTION

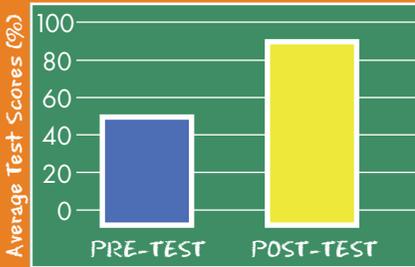
University of Florida/IFAS Extension and 4-H agents and Florida Department of Agriculture and Consumer Services staff members taught 4th graders in Calhoun, Gadsden, Liberty and Wakulla counties about corn and squash production, among other commodities, as part of a Florida Ag in the Classroom volunteer grant.

Jackson County Extension agents taught 5th graders about beef production as part of a Florida Ag in the Classroom volunteer grant.

They were two of 15 projects funded by Florida Ag in the Classroom volunteer grants in 2007. Nearly 13,000 students statewide learned about the importance of the Florida agriculture industry as part of the volunteer grant program. According to results of tests given before and after students participated in these projects, their understanding of Florida agriculture increased 38 percent on average, from 52 percent to 90 percent.

Florida Ag in the Classroom has awarded more than \$208,000 in volunteer grants since it began the program seven years ago.

Students' Understanding of Florida Agriculture



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