



Dear FFA Chapter:

American agriculture is arguably the world's primary supplier of food, exporting \$140 billion of food in 2013 and employing 1 million people. Yet, in the midst of all of this plenty, hunger continues to be a major problem. In 2013, 49 million people in the United States alone lived in food insecure households with 1 in 6 people facing hunger issues.

Bayer CropScience LP and Feeding America® are joining together to support “#Thankful4Ag” by donating up to 200,000 meals to those in need over the next six weeks. People can visit Thankful4Ag.com and create a “digital meal” of three of their favorite classic holiday foods. As food is added onto the plate, facts about the food and where it came from appear, allowing for an interactive and educational experience for each visitor. Every time someone creates and shares a plate, Bayer will donate 10 holiday meals through Feeding America.

Included in this packet is information on Thankful4Ag.com, which includes buttons, a template newsletter to share with FFA members and a post and tweet to share on social channels.

Bayer is also encouraging students and advisors to create their own digital meal of their favorite holiday food by visiting Thankful4Ag.com and sharing it using [#T4AgGrant](https://twitter.com/#T4AgGrant) until December 19. Each time someone at your school shares a meal with [#T4AgGrant](https://twitter.com/#T4AgGrant) and [#Thankful4Ag](https://twitter.com/#Thankful4Ag), not only will you be entered to win, but Bayer CropScience will also donate 10 meals to Feeding America up to 200,000 meals. A \$5,000 school grant will be awarded to a randomly selected [#T4AgGrant](https://twitter.com/#T4AgGrant) user. The more students that tweet or post, the better your school's chances and the more meals donated!

Bayer launched [#Thankful4Ag](https://twitter.com/#Thankful4Ag) last year and donated 40,000 meals to deserving individuals and families.

We are indeed [#Thankful4Ag](https://twitter.com/#Thankful4Ag) and urge everyone to show their appreciation and generosity by completing and sharing a digital meal to feed those who are suffering from hunger this holiday season.

Thank you,
Bayer CropScience