



JOIN THE AG COMMUNITY IN FEEDING THE HUNGRY THIS HOLIDAY SEASON

Bayer to Provide Up to 200,000 Meals to Those in Need

The United States is the world's largest exporter of agriculture products, shipping \$140 billion in goods in 2013.ⁱ Yet, hunger continues to be a major issue in the country, with 1 in 6 people facing hunger issues in 2013.ⁱⁱ

[Feeding America®](#) and [Bayer CropScience LP](#) are joining forces to help make the holiday season a bit brighter for Americans suffering from hunger by sponsoring “#Thankful4Ag,” an initiative that could provide up to 200,000 meals over the next six weeks to those in need.

#Thankful4Ag allows people to visit [Thankful4Ag.com](#) and create a “digital meal” of three of their favorite classic holiday foods. As food is added onto the virtual plate, facts about food and where it came from appear, allowing for an interactive educational moment for each visitor. Every time someone creates and shares a digital meal, Bayer CropScience LP will donate 10 real Thanksgiving meals through Feeding America.

“Perhaps at no other time during the year does the pain of hunger hurt more,” said **(INSERT FEEDING AMERICA SPOKESPERSON NAME AND TITLE)**. “At a time, when the country is celebrating and giving thanks for our many blessings, there are millions of people who are not able to put enough food on their tables. We are pleased to join with Bayer to offer assistance to those who need it.”

“We are all indeed thankful for the contributions of our nation’s farming families,” said Jim Blome, president and CEO of Bayer CropScience LP. “There is no better way to show our gratitude than to help provide nutritious meals to those who need them. We encourage FFA members to join us and share a digital meal today to help those who need food this holiday season.”

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](#) until December 19. Each time someone at your school shares a meal with [#T4AgGrant](#) and [#Thankful4Ag](#), not only will you be entered to win, but Bayer CropScience LP 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](#) user. The more students that tweet or post, the better your school’s chances and the more meals donated!

In its inaugural year, #Thankful4Ag donated 40,000 meals to deserving individuals and families. For more information or to participate in the #Thankful4Ag campaign, please visit [Thankful4Ag.com](#).



ⁱ USDA; <http://www.usda.gov/wps/portal/usda/usdahome?contentid=2013/11/0215.xml>

ⁱⁱ Feeding America; <http://feedingamerica.org/hunger-in-america.aspx>