

NEWS RELEASE

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'LICENSE TO LEAD' CAMPAIGN HELPS DOUBLE DOLLARS TO FFA

EAST LANSING, Mich. – The Michigan secretary of state, Terri Lynn Land, is teaming up with the Michigan FFA Foundation to encourage sales of the Michigan agricultural heritage license plate. As part of the “License to Lead” campaign, revenue generated for FFA from plate sales between March 2009 and March 2010 will be doubled through partner contributions.

The agricultural heritage license plate symbolizes agriculture’s past, present and future. Typically, each plate sold generates \$25 in revenue to the FFA Glassbrook Endowment. During the campaign, however, this will be matched by ag heritage plate partners, generating \$50 per plate sold.

The agricultural heritage license plate has been part of Michigan’s specialty plate collection since 2001, generating nearly \$55,000 annually. These funds are used to support agriculture and natural resources education and leadership initiatives for K-12 agriscience programs across the state.

“This campaign is a great way to encourage people to invest in our future and promote agriculture, Michigan’s second leading industry, at the same time,” said Megan Hirschman, FFA Foundation annual fund director.

With the help of the Ag Heritage Partners -- Consumers Energy, Dairy Farmers of America, GreenStone Farm Credit Services, Michigan Agricultural Commodities, Michigan Farm Bureau Insurance, Michigan Milk Producers and Spartan Insurance – the License to Lead campaign is expected to generate nearly \$200,000 for FFA and provide leadership and

career development resources for more than 5,300 FFA members and 10,000 agriscience education students.

“Michigan agriculture has a proud past as well as a dynamic future,” Land said. “The Department of State is proud to support this vital industry through its innovative partnership with the Michigan FFA Foundation. Purchasing an agricultural heritage plate today will help to prepare the industry’s leaders of tomorrow.”

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 500,823 student members in 7,358 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed its name in 1988 in recognition of the growth and diversity of agriculture and agricultural education. For more information, visit www.michiganffa.com.

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