

Connecting Communities MEDIA OUTREACH



In 2024, Michigan Farm Bureau launched resources, templates, and a grant initiative to encourage county Farm Bureaus to conduct adult-focused consumer outreach to build relationships along the farm to fork path. Through the Connecting Communities grant, **Cass, Huron, Iosco, and Macomb County Farm Bureaus** highlighted agriculture in their counties through media partnerships.



Farm Information

- 80 acres
- +2000 Taps
- Tawas, MI
- Est 1998

The family tradition of making maple syrup in the Britt family dates back to the early 1900's. The Britt Family Pure Maple Syrup Farm is owned and operated by Bill & Cyndie Britt and is located at their home in Tawas City, Michigan. The Family Pure Syrup Farm, Pure Maple Pure Maple Candy, and Maple Cream.

Scan to watch the video!



SLOW DOWN AROUND FARM EQUIPMENT

Thanks for sharing
the road with farmers



Learn more at MichFB.com/MI Farms

Resources for Hosting On-Farm Events

Interested in media outreach? Check out MFB's **Consumer Outreach Media Playbook**.

Whether you're looking to earn free media coverage through pitching stories to news outlets or you're ready to invest in a paid ad campaign, this playbook has the basics of what you need to know to get started and connections to MFB resources to help you every step of the way. In it you'll find:

- Customizable **print, digital and billboard advertisements**
- **A short video** promoting Michigan Farm Bureau and Michigan agriculture
- **Photo and video tip sheet** for taking pictures to include in press materials
- **Story ideas** that resonate with consumers
- **Media Advisory** and **Press Release templates**
- A simple **how-to guide on submitting an op-ed** to your local newspapers

