

6/16/10

Contact: Eileen Gianiodis at 517-432-1555

## Media Advisory

### Clinton County Breakfast on the Farm slated for June 19

**What:** Breakfast on the Farm is a free event geared to families who have little to no experience with agriculture and farming. Attendees will visit a family-owned dairy farm, enjoy a free pancake breakfast featuring many Michigan-grown products, and have an opportunity to take a self-guided tour of the farm. Attendees will be able to ask local farmers questions about farming and caring for animals, visit educational stations and enjoy a variety of activities, including taking a tractor-drawn wagon ride, climbing aboard farm equipment, and petting and feeding baby calves.

*Free tickets are required to eat breakfast but are not needed to take advantage of the tour.*

**Why:** Breakfast on the Farm was created in 2009 in Clinton County to help people learn about modern-day farming. Since most people don't know all the steps that go into producing the food they eat, they can be confused or misguided by the conflicting information appearing on the Internet, circulated in media and disseminated by special interest groups.

Breakfast on the Farm offers people a chance to come face to face with local farm families and ask questions about food production — all in a fun and comfortable setting.

Dairy farmers are role models for what it means to be stewards of the land and their animals. Agriculture, with family-owned dairies leading the way, adds more than \$71 billion annually to the Michigan economy. Clinton County ranks No. 2 in the state in the number of dairy cows — and area farmers want consumers throughout the state to see firsthand how they take care of their animals and learn what is involved with producing the food consumers buy at the grocery store or local farmers market.

**When: 9 a.m.-1 p.m., Saturday, June 19. Breakfast will be served from 9 a.m.-noon.**

**Where:** Steenblik Dairy, 3844 N. Hubbardston Road, Pewamo, MI

Directions can be found online at [www.breakfastonthefarm.com](http://www.breakfastonthefarm.com)  
<<http://www.breakfastonthefarm.com>> .

**Who:**

- The 2010 Breakfast on the Farm is organized by a grassroots group of local farmers, agriculture industry representatives and farming organizations.
- The 2010 Breakfast on the Farm program is made possible by the following statewide sponsoring partners: Dairy Farmers of America, Dairyland Seed, Greenstone Farm Credit Services, the Michigan Milk Producers Association, Pioneer and the United Dairy Industry of Michigan.
- More than 1,500 people from surrounding areas attended the Clinton County Breakfast on the Farm in 2009, and more than 2,000 people are expected for this year's event.

**Contact:**

- For media assistance prior to the event, contact Eileen Gianiodis, Department of Agriculture and Natural Resources Communications at Michigan State University, at 517-432-1555, ext. 177.
- For general information, visit [www.breakfastonthefarm.com](http://www.breakfastonthefarm.com).
- For media assistance the day of the event, contact Sara Long at 989-225-1368.

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