PROGRESSIVE AGRICULTURE FOUNDATION®
ANNUAL REPORT
TEACHING KIDS TO BE SAFE AND HEALTHY
ON FARMS, RANCHES AND AT HOME.

2019 CELEBRATING 25 YEARS!
REFLECTING ON 25 YEARS

How do we sum up 25 years? Is it in the growth of the Progressive Agriculture Safety Day® program, beginning with 19 events in 1995 and growing to nearly 400 in 2019? Is it through the international expansion of this program, starting with the South and Midwest United States and growing to meet the needs of children across the United States, Canada and even South America? Or is it in the impressive number of people this program has impacted — more than 1.8 million children and adults to date, helping us become recognized as the largest rural safety and health education program for children in North America? For us, our greatest success is in the numbers that can’t be fully measured. What matters most are the many unsafe behaviors that were positively changed and the countless incidents that were prevented by children and adults who learned from our messaging. This success is thanks to our funding partners, program supporters, board members and dedicated volunteers. Each year, we train hundreds of Safety Day coordinators, who host Progressive Agriculture Safety Days in their local communities. Their leadership assembles a passionate network of support, with nearly 20,000 rural community leaders and volunteers committed to ensuring local children and their families are safer, healthier and happier.

The foundation of our program began in the early 1990s, when The Progressive Farmer magazine ran a series titled “Our Deadly Harvest,” which shared heartbreaking stories of farm-related tragedies. Too many of these stories involved children. An injury or death of a child is something no one should have to experience. These tragedies not only impact the child’s family but can be felt throughout the entire community. We take great pride in the impact our program has had. However, knowing there are still millions of children who could benefit from safety and health education motivates us to increase our efforts and explore new ways of reaching our audience. Sobering statistics reveal that every day nearly 33 children are injured, and every three days a child dies as a result of agriculture-related incidents. We know our job is far from over.

Looking ahead, our efforts will focus on finding exciting, innovative ways to eliminate preventable deaths and injuries on farms, ranches and in rural communities. And together, we will get closer to achieving our vision: to live in a world where no child will ever become ill, suffer an injury or die from farm, ranch or rural activities.

Brian J. Kuhl
President and Chief Executive Officer

During a visit with his father, 10-year-old Jacob, along with his 8-year-old brother, Jackson, quickly learned that distracted driving can occur just as easily in a field as it can on a roadway.

The day started out normally. But then the tractor Jacob was riding in with his dad developed mechanical issues. At that point, Jacob was told to join Jackson, who was riding with another employee on the other side of the field. Upon approaching and climbing into the tractor, which was pulling a blade, Jacob’s cellphone slipped out of his pocket, landing just in front of the tractor’s back tire. Although Jacob made eye contact with his brother before climbing down to retrieve it, he neglected to do so with the man driving the tractor, who was talking on his cellphone and didn’t see him. The driver assumed Jacob had stepped back, and as he put the tractor into gear, it ran over Jacob. Jackson quickly screamed and slapped the windows to get the driver’s attention, helping avoid further damage. The blade sliced Jacob’s arm so badly that only a few inches were still attached to his body. But that wasn’t the worst of it. Jacob’s diaphragm and lung were punctured, and his organs had been pushed up into his chest cavity. He had a crushed pelvis and broken vertebral. Jacob had to be air-lifted to a hospital in Little Rock, Arkansas, for multiple surgeries. He was placed in a drug-induced coma and was on a ventilator in the pediatric intensive care unit for a week. Jacob spent three weeks in the hospital and required constant care, along with intense physical therapy, when he came home. The emotional trauma also took a toll on Jacob’s mother and on Jackson, who required therapy to help him cope with what he’d witnessed.

Fast-forward almost 10 years and Jacob, now 20, is a full-time, fifth-generation farmer. And though there are numerous stories like Jacob’s, many do not have such a positive ending. As a result, Jacob’s mother, Amanda, knew she needed to share his story. For several years, she has spoken at local Progressive Agriculture Safety Days, talking to children about the importance of making eye contact with equipment operators and offering other tips for staying safe on the farm. She also speaks to volunteers and sponsors at Safety Day trainings.

Progressive Agriculture Safety Days is using Jacob’s story and the stories of others to illustrate the importance of staying alert, staying engaged and staying safe on the farm. Our hope is that Safety Day participants adopt safe practices, change unsafe behaviors and share what they learned with loved ones.

A coloring book titled Jacob and the Tractor, provides a relatable, teachable opportunity for young children. Jacob’s incident was depicted in a drawing by a former Progressive Agriculture Safety Day participant.

“IF ONLY...” From Tragedy to Triumph: The Story of Jacob and the Tractor.

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2019 PROGRAM STATISTICS

388
SAFETY DAYS

81%
of Safety Days were
an official school event

19%
of Safety Days were
a community event

78,459
youth and adult
participants

+17,826
local volunteers

96,285
PEOPLE REACHED

UNITED STATES
63,869 participants • 15,218 volunteers

CANADA
13,886 participants • 2,502 volunteers

AMERICAN SAMOA
1,428 participants • 106 volunteers

SAFETY DAYS
38 states
8 Canadian provinces
1 U.S. territory (American Samoa)

64,163
participants
were ages 8 to 13

11,929
participants
were younger than 8

3,091
participants
were teens or adults

64,163
participants
were ages 8 to 13

11,929
participants
were younger than 8

3,091
participants
were teens or adults

LESSONS TAUGHT IN 2019

1. Electricity Safety 49,558
2. Fire Safety 48,289
3. ATV Safety 46,134
4. First Aid Safety 41,094
5. Chemical Safety 40,853
6. Water Safety 40,452
7. Animal Safety 38,847
8. Firearm Safety 34,308
9. Sun Safety 28,329
10. Lawn Equipment Safety 27,963
11. Farm Equipment Safety 26,398
12. Tractor Safety 25,906
13. Power Take-Off (PTO) Safety 24,410
14. Bicycle Safety 23,930
15. Grain Safety 23,577

ADDITIONAL LESSONS REACHED A TOTAL OF 28,832 PARTICIPANTS.

Safety Topic | Participants
--- | ---
Healthy Lifestyles | 22,437*
First on the Scene | 22,427
Food Safety | 19,821
Disability Awareness | 17,798
Underground Utilities Safety | 16,835
Roadway Safety | 16,585*
Substance Abuse | 14,113
Railroad Safety | 13,877
Outdoor Safety | 13,472
Hearing Safety | 12,916
Internet Safety | 12,868
Wildlife Safety | 12,055
Hidden Hazards | 11,124
Weather Safety | 10,291
Hand Tool Safety | 8,563
Home Alone | 8,212
Knife Safety | 4,939*
Propane Safety | 2,239
Silage Safety | 1,396

*Totals for regular session and family session numbers were combined for these topics.

Cheers to 25 Years

2019 was a year of celebration for Progressive Agriculture Safety Days, as the program achieved a special milestone of 25 years. Continuing to be recognized as the largest rural safety and health education program for children in North America, more than 1.8 million children and adults have been reached through a one-day safety and health program designed to be age-appropriate, hands-on, fun and, above all, safe.

Iowa Governor Kim Reynolds provided a special proclamation and recognized her state’s leadership in continuing to host the most Progressive Agriculture Safety Days annually.

From participants in Axtell, Kansas, to volunteers in Chilton, Wisconsin, many proudly joined in to celebrate the program’s 25-year milestone.


7,740 Safety Days
1,448,952 participants
383,396 volunteers
9,118 trained coordinators
507 training sessions

More than 1.8 million children and adults impacted by the program’s safety education efforts

Winner of 2019 NSC Green Cross Award for Safety Advocate

On May 16, outstanding achievements in safety were recognized at the Green Cross for Safety Awards celebration. Progressive Agriculture Safety Days, a program of the Progressive Agriculture Foundation®, took home the National Safety Council’s Green Cross Safety Advocate Award. The prestigious award recognized the advancement of evidence-based best practices to raise awareness or change policy to prevent further injuries and deaths. The annual celebration of safety brings together mission-driven advocates, safety professionals, corporations and government officials from around the country with the common goal of creating a safer world.

Brian Kuhl, president and chief executive officer, and Jana Davidson, education content specialist, accepted the award on behalf of the Progressive Agriculture Foundation. “This is a recognition of the past 25 years of growth and a rallying cry for the next 25 — a step that brings us closer to our vision of living in a world where no child will ever become ill, suffer an injury or die from farm, ranch or rural activities,” said Kuhl.
Making a Big SPLASH With Water Safety

Through a collaboration between Josh the Otter Water Safety and Awareness Program and the Progressive Agriculture Foundation®, a new water safety activity booklet was created to complement the Water Safety sessions offered at Progressive Agriculture Safety Day® events and to provide an additional resource for participants’ take-home bags in 2019. The activity booklet offers activities including a crossword puzzle, word search, maze and a “spot the difference” activity involving various otter facts, water safety tips and scenarios. The activity booklet, along with the answer key, is available on the Progressive Agriculture Foundation website. More than 40,000 participants took part in a water safety session at Progressive Agriculture Safety Days in 2019. The activity booklet offers activities including a crossword puzzle, word search, maze and a “spot the difference” activity involving various otter facts, water safety tips and scenarios. The activity booklet, along with the answer key, is available on the Progressive Agriculture Foundation website. More than 40,000 participants took part in a water safety session at Progressive Agriculture Safety Days in 2019.

National FFA Conference

Fosters Engagement With Chapters in All 50 States

During the 2019 National FFA Convention, held October 30 through November 2 in Indianapolis, Indiana, the Progressive Agriculture Foundation highlighted ways FFA members can host a Progressive Agriculture Safety Day with their local chapter and educate children about hazards on the farm, on the ranch and at home. Progressive Agriculture Safety Days were part of the Safety in Agriculture for Youth (SAY) safety area, joining nine other organizations including AgriSafe Network, CareerSafe, Grain Handling Safety Coalition, National AgrAbility Project, National Children’s Center for Rural and Agricultural Health and Safety, SAY’ Clearinghouse, UNMC Central States Center for Agricultural Safety and Health, University of Iowa Great Plains Center for Agricultural Safety and Health, and The Ohio State University.

In addition to showcasing various farm safety activities and demonstrations, including a gravity flow wagon, ATV tilt table, silage bunker avalanche, tractor rollover and PTO entanglement, FFA members were encouraged to plot their chapter’s location on a virtual map. In total, more than 650 FFA chapters were entered on the map.


Coordinator Trainings Prepare Volunteers for Community Leadership Roles

Training remains an integral part of the Progressive Agriculture Safety Day program. Through annual training, both new and experienced Safety Day coordinators identify the key components to conduct a high-quality, community-supported, one-day educational program designed to be hands-on and fun for children ages 4 to 13. Through collaboration and sharing experiences with their peers, and receiving support and guidance from their trainers, coordinators are given valuable resources to make their event safe and successful and leave a lasting impact on the participants they reach.

Farm Credit Helps With Funding Support for Mental Health and Stress

On September 27, individuals with expertise in agricultural safety, behavioral health and rural stress gathered at AgriBank in St. Paul, Minnesota, for a youth-focused mental well-being and stress management roundtable. The primary goal of this focus group was to identify the basic content and lay the foundation for the creation of a youth mental well-being and stress chapter to be used at Progressive Agriculture Safety Day events. The new curriculum will be launched in 2020 and will focus on understanding stress and emotions, using coping strategies and identifying resources.

Whether fishing, boating or swimming, Safety Days prepare children to be safe in and around the water with an understanding of the importance of personal flotation devices.
We were able to partner this year with a nearby trauma center that brought me three presenters for Bicycle Safety, Stop the Bleed and Safety for Farm Kids. They have pledged to help with donations of goods such as bike helmets and safety vests for next year. We needed a boost to our day and this partnership was it!

– Debbie Tice, Progressive Agriculture Safety Day Coordinator (Lebanon, Pennsylvania)

Text keyword “SAFETYDAY” to 44321 or visit www.progressiveag.org to donate.
## Partnership Engagement: How Sponsors Get Involved

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<tbody>
<tr>
<td><strong>1</strong></td>
<td>Be a Host&lt;br&gt;Provide a location for a Safety Day event or coordinator training meeting such as headquarters, manufacturing plants or dealerships.</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Volunteer&lt;br&gt;Have employees present at a Progressive Agriculture Safety Day® event.</td>
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<tr>
<td><strong>3</strong></td>
<td>Support Curriculum Development&lt;br&gt;Support the program with a new curriculum.</td>
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<td><strong>4</strong></td>
<td>Lead Global Programs&lt;br&gt;Lead Progressive Agriculture Safety Day programming outside of North America.</td>
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<tr>
<td><strong>5</strong></td>
<td>Fund in Tandem With Workforce Giving&lt;br&gt;Match monetary contributions for employee volunteers or offer a paid volunteer day.</td>
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<tr>
<td><strong>6</strong></td>
<td>Provide Program Resources&lt;br&gt;Provide props and resources for Safety Day lessons and activities.</td>
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<tr>
<td><strong>7</strong></td>
<td>Give In-Kind&lt;br&gt;Host trainings, provide goods and services.</td>
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### Volunteer Support
- Based on 121,318 hours of volunteer time (using the Bureau of Labor Statistics estimate for the average hourly earnings of U.S. employees)

### Sponsor Donations
- 170 sponsor and other donations received, including $1,202,402 in cash and $1,555,782 of in-kind donations

### Local Donations
- Contributions received from 5,118 local sponsors, including $436,792 in cash and $1,241,743 of in-kind donations

### THE VALUE DELIVERED BY THE 2019 SAFETY DAY PROGRAM

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<tr>
<td><strong>Total Program Value</strong></td>
<td>$7,521,836</td>
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<tr>
<td><strong>Volunteer Support</strong></td>
<td>$3,085,117</td>
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<tr>
<td><strong>Sponsor Donations</strong></td>
<td>$2,758,184</td>
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<tr>
<td><strong>Local Donations</strong></td>
<td>$1,678,535</td>
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### WE SEEK FUNDING TO

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<tr>
<td><strong>1</strong></td>
<td>Provide general support to help more children attend a Safety Day.</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Create new curriculums in response to emerging safety and health topics.</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Update and expand curriculums to include the most current information and additional hands-on learning activities and demonstrations.</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Build endowment to ensure the sustainability of the program.</td>
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### Accreditations
- Since 2008, the Progressive Agriculture Foundation has been recognized as a Better Business Bureau (BBB) Accredited Charity for demonstrating a commitment to accountability and ethical practices. To be recognized as a BBB accredited charity, an organization must meet all 20 of the BBB Standards for Charity Accountability.

- For exceeding industry standards and outperforming most charities in its cause, the Progressive Agriculture Foundation is proud to be recognized with a 3-star rating with Charity Navigator by achieving an overall score of 84.92%. Charity Navigator ratings take into account an evaluation of the foundation’s financial health, accountability and transparency, for which a perfect 100% score was achieved.

- GuideStar’s Gold Seal of Transparency is earned by completing five questions regarding an organization’s strategies, progress and results, known as Charting Impact. Charting Impact encourages strategic thinking about how an organization intends to achieve its goals. The result is a report that lets nonprofits share concise, detailed information about plans and progress with key stakeholders, including the public.

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**Accreditations**

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<tr>
<td><strong>Progressive Agriculture Foundation</strong></td>
<td>Certified as a BBB Accredited Charity</td>
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</table>
2019 Progressive Agriculture Foundation® Board of Directors

The Progressive Agriculture Foundation is grateful for the leadership provided by our board members in helping achieve our mission and vision. Their dedication, direction and guidance have been instrumental to the success and growth of the Progressive Agriculture Safety Day® program. The board is composed of nine volunteers consisting of Safety Day coordinators, safety and health specialists, and sponsors.

Katie Schroeder, Board Chairperson, Deere & Company, Moline, Illinois
Filemon Guzman Jr, Board Vice-Chairperson, Nutrien Ag Solutions, Loveland, Colorado
Aaron Yoder, Secretary/Treasurer, University of Nebraska Medical Center, Omaha, Nebraska
Jeanette Dame, TC Energy, Calgary, Alberta
Frank Dowdle, Palm Beach County Cooperative Extension Service, LaBelle, Florida
LaMar Grafft, North Carolina Agromedicine Institute, Greenville, North Carolina
Jane Graves, Self-Employed, Olney, Illinois
Susan Jones, Western Kentucky School of Nursing, Bowling Green, Kentucky
Crystal Smith, NC Cooperative Extension, Warrenton, North Carolina
Ex Officio Board Members
Brian Kuhl, President and Chief Executive Officer
Bernard Geschke, Program Specialist
Jana Davidson, Education Content Specialist
Cindy Langel-Russ, Partnership Engagement
Gary Templeman, Partnership Engagement
Sarah Pilgreen, Program Administrative Assistant

Front row from left to right: Sarah Pilgreen, Jana Davidson and Cindy Langel-Russ. Back row from left to right: Brian Kuhl, Gary Templeman and Bernard Geschke.

Progressive Agriculture Foundation Staff

Katie Schroeder and Crystal Smith Recognized for Their Service to the Progressive Agriculture Foundation Board

For distinguished service to the Progressive Agriculture Foundation Board, the staff recognizes Katie Schroeder and Crystal Smith. In 2019, both Katie and Crystal completed six years and two consecutive terms as board members. Representing a 4-star sponsor, Katie served the last two years in a leadership role of board chairperson/president and previously as vice-president. Since 2014, Crystal served representing one of the seats reserved for Safety Day coordinators. With the departures of Katie and Crystal, the board welcomed Tyrone Gentry of Green County Cooperative Extension in Greensburg, Kentucky, and Brittany Jablonsky of Farm Credit Council in Washington, D.C., who began serving their terms in 2020.

STATEMENT OF ACTIVITIES
Progressive Agriculture Foundation
Year Ended December 31, 2019

<table>
<thead>
<tr>
<th>Net Assets Without Donor Restrictions</th>
<th>Net Assets With Donor Restrictions</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>Public Support and Revenue</td>
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<tr>
<td>Public Support of Farm Safety Day Programs</td>
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</tr>
<tr>
<td>Cash pledges</td>
<td>$702,668</td>
<td>$1,317,668</td>
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<tr>
<td>Gifts in-kind</td>
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<td>1,555,782</td>
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<tr>
<td>2,258,450</td>
<td>615,000</td>
<td>2,873,450</td>
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<tr>
<td>Revenue</td>
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<td>Interest</td>
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<td>2,582</td>
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<tr>
<td>Training</td>
<td>40,856</td>
<td>40,856</td>
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<tr>
<td>Other</td>
<td>7,506</td>
<td>7,506</td>
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<tr>
<td>50,944</td>
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<td>50,944</td>
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<tr>
<td>Net Assets Released From Restrictions</td>
<td>493,000</td>
<td>(493,000)</td>
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<td></td>
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<td>2,802,394</td>
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<td>122,000</td>
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<td>2,924,394</td>
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<td>Expenses</td>
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<td>Program services — farm Safety Day programs</td>
<td>2,440,459</td>
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<tr>
<td>Support services</td>
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<tr>
<td>Fundraising</td>
<td>260,868</td>
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<td>Administrative and general</td>
<td>170,602</td>
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<td></td>
<td>2,871,929</td>
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<tr>
<td></td>
<td>2,871,929</td>
<td>2,871,929</td>
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<tr>
<td>Change in net assets</td>
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<tr>
<td></td>
<td>122,000</td>
<td>52,465</td>
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<tr>
<td>Net assets — beginning of year</td>
<td>149,733</td>
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<td></td>
<td>509,000</td>
<td>658,733</td>
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<tr>
<td>Net Assets — End of Year</td>
<td>$80,198</td>
<td>$631,000</td>
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<td></td>
<td>$711,198</td>
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2019 OUTREACH EFFORTS

As a long-time Safety Day coordinator, I have witnessed the program grow and change to meet new emerging safety issues that our families are facing. They are very forward-thinking with training and always looking for ways to better train our coordinators so we can teach our children to lead safer and healthier lives.

- Terrene Sheets, Progressive Agriculture Safety Day Coordinator (Oak Grove, Louisiana)

Katie Schroeder and Crystal Smith

icons courtesy of Pause08, Freepik and wanicon at www.flaticon.com.

Pictured from left to right at the Miami meeting: Marcel Hacault, Phil Johnson, Katie Schroeder, Filemon Guzman Jr, Brian Kuhl, Susan Jones, Crystal Smith, Tyrone Gentry (new board member for 2020), Jane Grasses and Frank Dowdle. Joining via phone and missing from group photo were Jeanette Dame, LaMar Grafft, Aaron Yoder and Brittany Jablonsky (new board member for 2020).

Front row from left to right: Sarah Pilgreen, Jana Davidson and Cindy Langel-Russ. Back row from left to right: Brian Kuhl, Gary Templeman and Bernard Geschke.
Many comments from the past couple of years have come from our smaller, rural schools that express a sincere gratitude for this program being offered to them annually. All our schools have our Safety Day firmly planted in their calendars and are appreciative. But it is people from the smaller schools who very much appreciate the opportunity to attend and participate in this event!

- David Powers, Progressive Agriculture Safety Day Coordinator (Oxford, Nova Scotia)

We gave a hand-crank weather radio that can also charge cell phones and has a flashlight to each family. We received donations to cover this. Many parents were pleasantly surprised and said how neat they thought that was. A mother stated her daughter will use this to create a disaster preparedness kit as a 4-H project.

- Lana Likens, Progressive Agriculture Safety Day Coordinator (Fairbury, Nebraska)

The children in the community are wearing helmets when they ride their bikes. They are sharing knowledge with their parents on how to properly tighten their helmet and how it should fit on their head. Participants reported that they will talk to their parents about the importance of wearing their seatbelts, no matter how short a distance they travel.

- Corinna Roth-Beacom, Progressive Agriculture Safety Day Coordinator (Foremost, Alberta)

I met with teachers after the event and when I went into the classroom, the students kept repeating things they had learned at Safety Day.

- Romona Edge, Progressive Agriculture Safety Day Coordinator (Fulton, Mississippi)