



## FOR IMMEDIATE RELEASE/NEWS RELEASE

### Contact Information:

Jennifer Lemos  
jennifer.lemos@girlscoutshcc.org  
916.452.9181  
Fax 916.452.9182  
6601 Elvas Ave.  
Sacramento, Ca 95819  
www.girlscoutshcc.org

### Agriculture Adventure Day

**SACRAMENTO, May 13, 2010** – Girl Scouts Heart of Central California (GSHCC) and California Women for Agriculture are having an agricultural themed event at Cal Expo on May 15 that will feature GSHCC council owned horses, cooking demonstrations by the Junior Chefs and tractor equipment from Sacramento Tractor.

During this event Girl Scouts will learn where their food and fiber comes from, interact with community members affiliated with agriculture and earn badges.

Sixteen agricultural organizations will host interactive booths designed to bring awareness to Girl Scouts in kindergarten through 12<sup>th</sup> grade about the variety of career options in the agricultural field by providing learning materials and crafts.

“This event gives girls a chance to connect with the community and learn where their food comes from so that they can make decisions about what they’re eating and support local businesses,” said senior program specialist for GSHCC, Heidi Truitt.

One focus of the Girl Scout program is to allow girls to explore their personal area of interest, which is why events such as Agriculture Adventure Day are so important. Using agriculture as an example, a girl can choose to become an agricultural lawyer, agricultural veterinarian or a communications representative for an agricultural based business.

Agriculture Adventure Day is one of Girl Scouts’ largest events of the year. To date we have 585 Girl Scouts and family members registered to attend.

According to the National Institute of Food and Agriculture, the total number of farms has been declining but the number owned and operated by women is increasing; historically the agriculture industry has been male dominated. Today approximately 165,000 farms are run by women.



“Predominantly and historically urban and suburban girls don’t know where their food and fibers come from,” said executive director of AgSafe and Girl Scout for 27 years, Amy Wolfe. “We really wanted to work with trade associations to promote and educate young girls about the basics of agriculture.”

California Women for Agriculture, a volunteer run organization, and the Sacramento County Fair are the largest sponsors for this event. To prepare for this event, the Sacramento County Fair is going out of their way by setting up a portion of Cal Expo two weeks early.

### **Agriculture Adventure Day**

Open to: Girl Scouts and their families

Date and time: Saturday, May 15, 1 p.m. – 4 p.m.

Location: Cal Expo

#### **Participating organizations:**

California Women for Agriculture  
Blue Diamond Almonds/Almond Board of California  
California Grown  
Sacramento County Fair  
California Milk Advisory Board  
Egg Mobile  
Farm Credit Alliance  
Sigma Alpha Sorority  
New Earth Nursery  
California Foundation for Ag in the Classroom  
Junior Chefs  
Sacramento County Farm Bureau  
Forest Foundation  
California Division of Fairs and Expositions  
California Department of Food and Agriculture  
Sacramento Tractor

**About Girl Scouts** – Founded in 1912, Girl Scouts is still the leading authority on girls’ healthy development, and builds girls of courage, confidence and character who make the world a better place. The local council, Girl Scouts Heart of Central California is headquartered in Sacramento and serves nearly 29,000 girls in 18 counties\* in Central California. For more information, visit [www.girlscoutshcc.org](http://www.girlscoutshcc.org).

\* Alpine, Amador, Calaveras, Colusa, El Dorado, Glenn, Mariposa, Merced, Nevada, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba.

**About California Women for Agriculture** – To promote an educational program in order to develop the interest of California women in agriculture and to promote agriculture in California. To involve women of the State of California for the following general purposes: to speak on behalf of agriculture in an intelligent, informative, direct and truthful manner; to keep CWA members informed on legislative activities pertaining to agriculture; to join forces when the need arises to deal with agricultural problems in a specific community; to improve the public image of farmers and to develop rapport within agricultural communities throughout the state.

**- END -**