

AG DAY INFLUENCER

TOOLBOX

SHARE THE STORY OF AMERICAN AGRICULTURE

Ideas and tips for encouraging your community, classmates and family to show their appreciation for our country's farmers and farm families.



Agday.org



[nationalagday](https://www.facebook.com/nationalagday)



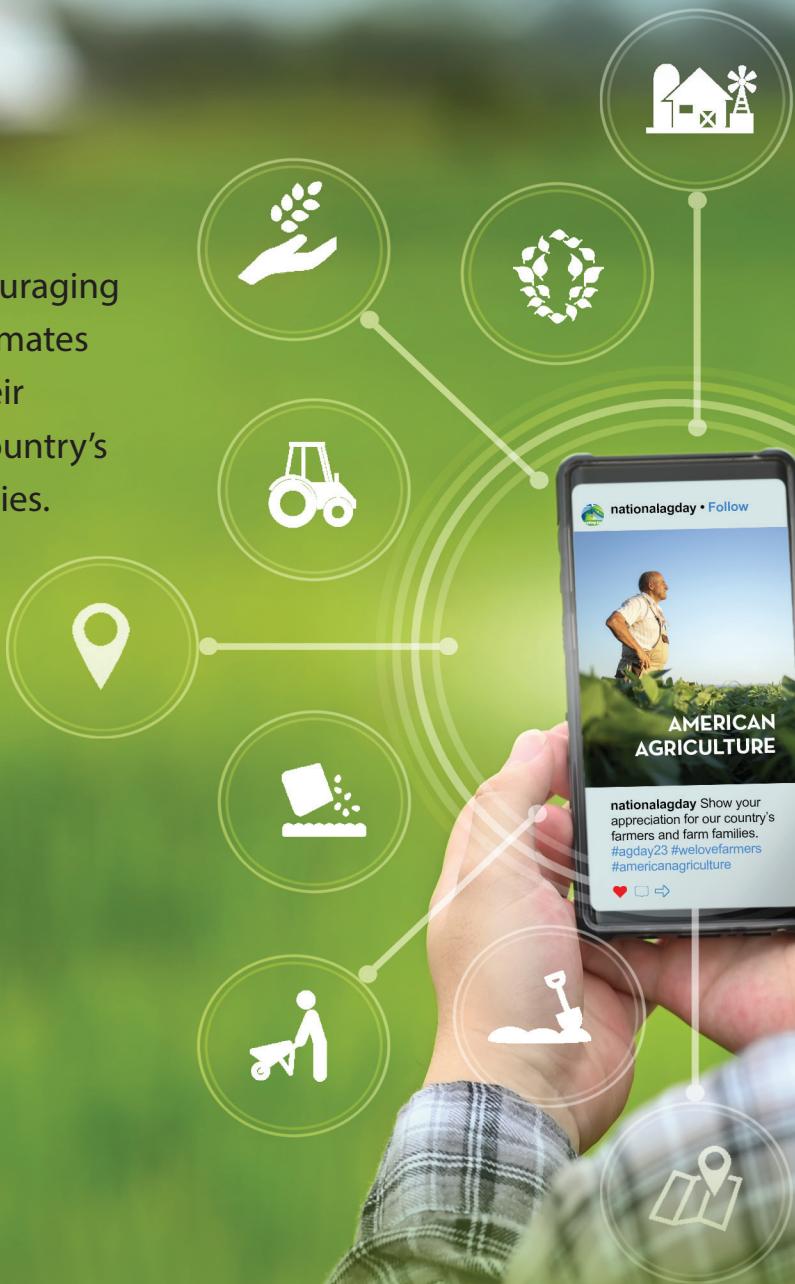
[@agday](https://www.twitter.com/agday)



[@nationalagday](https://www.instagram.com/nationalagday)



[natlagday](https://www.youtube.com/natlagday)



WHAT AG DAY IS ALL ABOUT

Ag Day is a day to honor and celebrate the abundance provided by agriculture and the people behind it—farmers, ranchers, researchers and many more. Every year, producers, agricultural associations, corporations, universities, government agencies and countless others across America join together to recognize the contributions of agriculture.

Agriculture and the people involved in this industry provide almost everything we eat, use and wear on a daily basis.

This year, we're asking YOU to share the story of agriculture and put your stamp on it. We want to reach even more people this Ag Day so they have a greater appreciation and understanding of how ag impacts their lives.

Register to attend on March 24!

Agday.org



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Ag Day is about recognizing—and celebrating—the contribution of agriculture in our everyday lives.

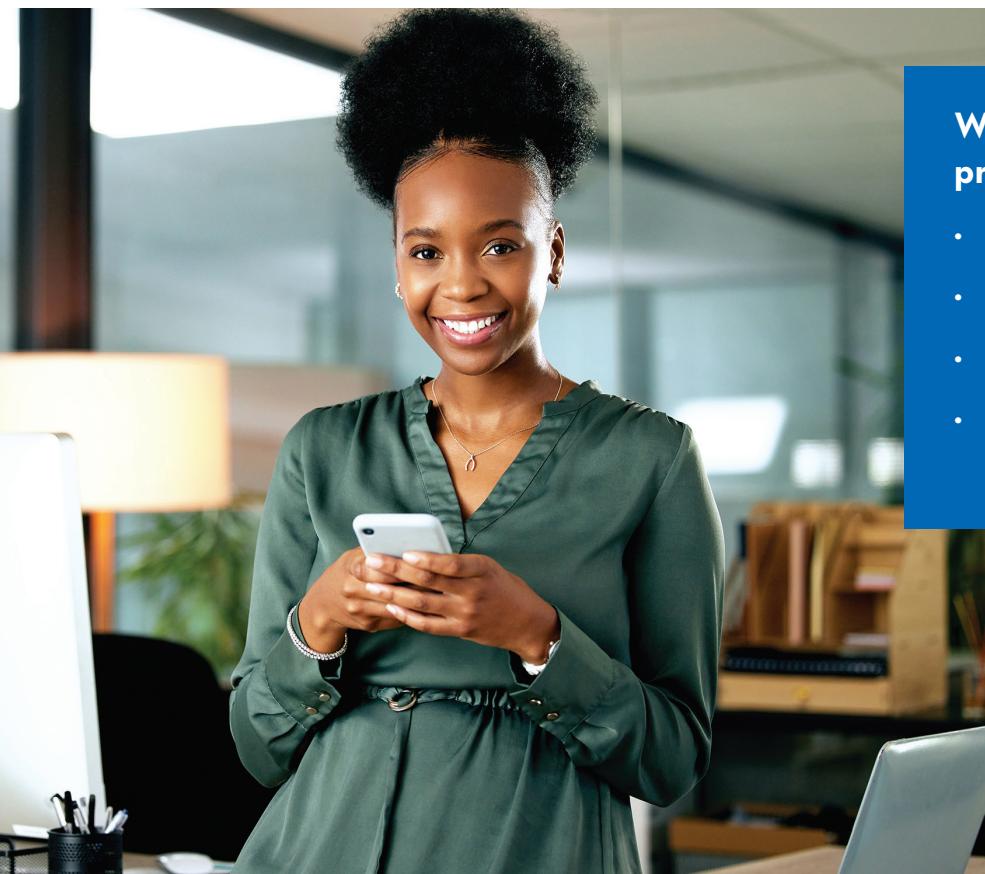
The National Ag Day program encourages every American to:

- Understand how food and fiber products are produced.
- Value the essential role of agriculture in maintaining a strong economy.
- Appreciate the role agriculture plays in providing safe, abundant and affordable products.

THE AG DAY BRAND

When you are representing a company or organization, it's important that your actions, words and presence align with the entity's brand or spirit. This magnifies your outreach and builds upon the company's or organization's reputation.

The Ag Day brand is inspired by the American farmer. It's warm, welcoming, positive and inclusive. When representing Ag Day, be it on social media, in person or in writing, please keep these traits in mind. It's also important to be professional and prepared as you connect your peers and others with ag. This supports the credibility of Ag Day celebrations and everyone involved with it.



What does it mean to be professional?

- Use appropriate language.
- Dress properly for events.
- Have fun, but take your role seriously.
- Be reliable and do what you say you will do.



CONNECT AG DAY TO SCHOOLS

Students and educators are a great audience. Find spaces where you can grab their attention and share the positive story of ag to get them excited about Ag Day.

SUBMIT A STORY TO THE STUDENT NEWSPAPER

Whether it's online, printed or emailed, your school newspaper is a great way to reach students. Check out submission guidelines and write your own article. You could draft an editorial about the importance of agriculture or write a profile about a local farmer. Grab some coffee, brainstorm a few ideas and get writing.

SET UP A DISPLAY IN A PROMINENT PLACE

Look for a high-traffic spot to provide some information. Reach out to a school to learn what you need to do to get approval to set up a display table on Ag Day. You can use this space to share fun facts about agriculture in your area and tell the story of ag's importance.

GIVE A SPEECH IN CLASS OR AT A MEETING

If you have an opportunity in class or at one of your meetings, give a talk about agriculture. Check with the school to see if you can have a few minutes on the agenda to talk about Ag Day and why people should care about ag.



CONNECT AG DAY TO YOUR COMMUNITY

Whether you live in a rural or urban area, there are many opportunities to talk with the people within your community about the importance of agriculture. Providing some messaging and reminders about all the things in our lives we have access to thanks to ag can help amplify the Ag Day celebration.

VISIT A FARMERS MARKET

Local Farmers Markets are usually starting up around this time of the year. What better place to emphasize the importance of agriculture? You can get involved by hosting additional activities at a special Ag Day Farmers Market. Arrange to have music, samples and fun games for kids.

INFORM A LEGISLATOR

Invite one or more state legislators to visit local farms and ranches or set up a visit to their state office. Leave them with Ag Day materials and local agriculture products to emphasize the importance of ag to your state.

SET UP A LIBRARY DISPLAY

Approach your local public or school libraries about organizing an exhibit during Ag Week. You might offer to arrange for a speaker or a lecture series about agriculture. Books about rural communities, animals, farms, etc., could be part of a special Ag Day section that encourages children to learn more about agriculture and how it affects their lives.

ORGANIZE POINT-OF-PURCHASE EXHIBITS

Distribute information about agriculture or other information through local stores. Ask your grocer to feature the Ag Day Logo or other positive messages about agriculture on grocery bags or signs used during Ag Week. You might also set up a farm-to-your-table display in your local grocery store.

GET PERSONAL

Do the people you talk with almost every day know about Ag Day? Even if they're involved in agriculture, they might not be aware of this opportunity to honor their industry.

Chatting up your friends and family about agriculture and Ag Day is an easy place to start. Talk with them about ag's contributions and encourage them to celebrate Ag Day with you. Invite your friends and family to an Ag Day meal to highlight the role of ag in our everyday lives.

Thank you for your work in promoting Ag Day! Your perspective and involvement will add fresh ideas and energy to our celebration.





EVENT PLANNING TIPS

- Decide on your main message
- Identify your audience
- Create a committee to help
- Choose an event

Visit agday.org/event-planning-tips for more event planning tips and ideas!

INCREASE AWARENESS WITH AN EVENT

Special events can feel like a celebration and what better way to recognize Ag Day than by organizing an experience to share the story of agriculture.

HOST AN AG DAY BREAKFAST

Invite local government and business leaders to an Ag Day breakfast. Identify a keynote speaker to talk about agriculture. Plan the menu around locally grown and raised agriculture products.

HAVE A FIELD TRIP

Host a classroom field trip to a local farm, ranch or university agricultural research farm. Or, bring the farm to the classroom.

SET UP A PETTING ZOO

Organize a petting zoo where children and their parents can see farm and ranch animals and learn more about them. Ask local farmers and ranchers to provide the animals.

USE SCHOOL LUNCHES TO COMMUNICATE

Encourage elementary schools to designate a day during Ag Week to distribute quizzes and puzzles with school lunches. This might also serve as an opportunity to explain the connection between farm and mealtime. Contact your state's School Food Service Association for assistance.

THROW A PIZZA PARTY

Organize a pizza party on a farm or in a classroom. Explain how ingredients from kids' favorite food come from farms and ranches and how each is processed and delivered to the grocery store or restaurant.

COORDINATE A FAIR

Host a farm or health and nutrition fair with examples of new ag uses, ag technology exhibits, food stands, live animals or entertainment.

POST, LIKE, SHARE, REPOST

Social media is an ideal place to cast a wide net and promote Ag Day. Use your preferred platforms to share your appreciation of agriculture.

Your posts on and around Ag Day can include photos, videos and personal stories to highlight ag in your life. Be sure to follow us on Facebook (Agriculture Council of America: National Ag Day) and Instagram (@nationalagday) to stay connected with Ag Day happenings and engage with us on social media, too.

NEED HELP GETTING STARTED?

Here are some posts and cards you can use right now to talk about Ag Day on social media.

AMERICA'S FARM FAMILIES ARE STEWARDS OF THE LAND, WATER AND AIR. MARCH 24, 2026 IS NATIONAL AG DAY — A GREAT TIME TO THANK FARMERS FOR ALL THEY DO. THERE'S MORE AT AGDAY.ORG. #AGDAY26



Use the hashtag [#AgDay26](#) when you post so your content can be reposted and retweeted.

TIPS TO GET YOUR POST NOTICED

- Include a personal story about how ag has impacted your life.
- Add photos that show real life in ag.
- Share a video from a farm.
- Quote a farmer, a scientist or someone else involved in the ag industry.

Register to attend on March 24. [agday.org](#)

NATIONAL AG DAY IS MARCH 24, 2026. PLEASE JOIN US IN CELEBRATING THE DEDICATION OF AMERICA'S FARMERS AND FARM FAMILIES. LEARN MORE AT AGDAY.ORG

