



# MICHIGAN SOYBEAN PROMOTION COMMITTEE

## a new release



FOR IMMEDIATE RELEASE  
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### **Michigan's Farmers Offer "Free Groceries for a Year!"** *Promotion has launched at [www.FarmersFeedUS.org](http://www.FarmersFeedUS.org)*

**Nov. 16, 2009** – Whoever said there's no such thing as a free lunch has never met Michigan's farmers! In fact, they will be offering the chance for consumers statewide to win free groceries for breakfast, lunch, and dinner – for an entire year!

Michigan residents can register for the chance to win one of three grand prizes of "Free Groceries for a Year!"\* courtesy of Michigan's farmers at [www.FarmersFeedUS.org](http://www.FarmersFeedUS.org). Upon visiting the site, consumers will be able to meet each of 10 Michigan farmers and learn how they produce safe, nutritious and affordable food. Consumers can then register with each of those farmers daily through the end of the 90-day program on Feb. 12.

"As Michigan farmers, we're thrilled to offer free groceries for a year to the consumers of our great state," said Ed Cagney, a soybean farmer from Scotts, Michigan, who is a featured farmer on [FarmersFeedUS.org](http://FarmersFeedUS.org). "This is an opportunity for us to share what we produce with Michigan consumers and to let them know we share their values - taking care of our families, taking care of our animals and land, and giving back to our communities."

The site features apple, cattle, corn, dairy, egg, hog, vegetable, sheep, and soybean farmers from across the state, each sharing information about his or her farm and family. In addition to guiding visitors through their registration for free groceries for a year, each farmer also offers a brief online tour of his or her farm. "I'm proud about how farmers from our state produce food," Cagney said, "and I want to show people how today's farms operate." Featured farmers include:

- Jennifer Bixby, apple farmer, Berrien Springs
- Bret Schapman, cattle farmer, Romeo
- Clark Gerstacker, corn farmer, Midland
- Jennifer Lewis, dairy farmer, Jonesville
- Annie Link, dairy farmer, Alto
- Harry Herbruck, egg farmer, Saranac
- Dave Cheney, hog farmer, Mason
- Jason Ruhlig, vegetable farmer, Carleton
- Scott Oswald, sheep farmer, Vicksburg
- Ed Cagney, soybean farmer, Scotts

- more -

Over the course of the 90-day campaign, consumers throughout the state will also see and hear from these farmers as they are featured in advertising, and in-store promotions. Consumers will even have the opportunity to interact with these and other Michigan farmers on their blogs and Facebook pages.

Participating Michigan agriculture groups include the Michigan Farm Bureau, Michigan Beef Industry Commission, Michigan Pork Producers Association, Corn Marketing Program of Michigan, Michigan Soybean Promotion Committee, Michigan Apple Committee, Dairy Farmers of America, Michigan Milk Producers Association, United Dairy Industry of Michigan, Michigan Allied Poultry Industries, GreenStone Farm Credit Services, West Michigan Ag Alliance, Hamilton Farm Bureau, and 30 county Farm Bureaus from across the state.

\*Based on Food Marketing Institute, a \$5,000 value.

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The Center for Food Integrity is a not-for-profit corporation established to build consumer trust and confidence in the contemporary U.S. food system. Our members, who represent every segment of the food system, are committed to providing accurate information and addressing important issues among all food system stakeholders. The Center does not lobby or advocate for individual food companies or brands. For more information, visit [www.foodintegrity.org](http://www.foodintegrity.org).

The Michigan Soybean Promotion Committee is a not-for-profit farmer-lead organization established to efficiently and effectively leverage soybean checkoff resources to increase profit opportunities for Michigan soybean producers while enhancing a positive public image of the soybean industry.