



MICHIGAN SOYBEAN  
PROMOTION COMMITTEE

**a new release**



**FOR IMMEDIATE RELEASE**

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## **Consumers Learn about Michigan Food, Farms with New 'MI Foodie News' E-newsletter, social media outreach fosters local farm-to-fork connections**

Individuals and families interested in learning more about where their food comes from, particularly food grown and processed in Michigan, have a handy new resource, a monthly e-newsletter brimming with useful and interesting information about agriculture, the state's second largest industry.

["MI Foodie News"](#) shares farming stories, recipes, cooking tips, information on agritourism destinations and other fun facts about Michigan's vast agricultural diversity, from dairy and corn to fruit and Christmas trees.

Michigan is the second-most agriculturally diverse state in the country, producing over 200 unique products, so each issue of "MI Foodie News" focuses on a different commodity and introduces readers to a farmer growing or producing the featured product. In October, for example, "MI Foodie News" highlighted Michigan swine production in honor of National Pork Month and featured Erin Ehinger, a third-generation farmer who works on her family's hog farm in Holland and is committed to caring for farm animals and producing a safe product for consumers.

"There has never been a time before when so many people are interested in where their food comes from and how to make meals that keep their family healthy," said Gail Frahm, Executive Director of the Michigan Soybean Promotion Committee and a member of the Michigan Ag Council, who produces the newsletter. "It's the perfect opportunity for farmers and non-farmers alike to focus on the values we share, including family, protecting the environment, caring for our animals, and providing safe food."

The purpose of "MI Foodie News" is two-fold. First, the e-newsletter is an extension of the highly successful Michigan Farmers Feed US sweepstakes that the Michigan Ag Council conducted last winter.

During the sweepstakes, people from across Michigan could enter to win free groceries for a year, and three winners were selected to each receive a \$5,000 grocery store gift card. In order to enter, contestants had to watch a short on-line video that shared the story of a Michigan farmer. The more videos they watched, the more times contestants could enter the sweepstakes. People could also enter their e-mail address to learn more about Michigan's agriculture industry.

"We were pleased to have more than 10,000 people submitting their e-mail addresses during the Farmers Feed US campaign to learn more about where their food comes from," said Frahm. "MI Foodie News is yet another touch point for these folks."

The second goal of the newsletter is to continue providing consumers with factual information about where their food comes from. The Michigan Ag Council is connecting with many new subscribers through popular social networking tools, including Facebook, Twitter, and soon hopes to begin blogging with consumers.

"Social media sites are a great way for farmers and non-farmers to connect and talk, even though they might not be able to meet face-to-face," Frahm said. "Such sites offer the perfect fit for 'MI Foodie News' and farm stories to be shared with consumers."

"MI Foodie News" is distributed by e-mail at the beginning of every month. To subscribe, visit <http://www.michfb.com/care/mifoodienews> and click the "Contact Us" button to get signed up. Visitors can also read current and archived issues of the newsletter on-line.

To learn more about Michigan farmers throughout the month, follow @MIFarmersFeedUS on Twitter or visit <http://www.facebook.com/MIFarmersFeedUS>.

The Michigan Ag Council is a coalition of Michigan commodity organizations and agribusinesses working together to support modern agriculture by informing and educating consumers about contemporary agricultural production practices. To learn more about how farmers care visit [www.farmers-care.com](http://www.farmers-care.com).

"The Michigan Soybean Promotion Committee is a Michigan Ag Council partner because we believe in helping get the good news out to consumers across the state about where their food comes from, how it was raised, and that farmers care for their animals, crops, the environment and you, the consumer. Even though animals are the number one customer for soybeans, humans can also reap the many benefits of adding soy to their dinner plate!" Frahm concluded.

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