

Opinion Writing Example D

OP-ED

Leading the Way to Ag Education

Their buttery buns and fresh, creamy custard is immediately recognizable across the 24 states where this restaurant resides. The satisfaction it brings holds its motto to stand true, “every person who chooses Culver’s, leaves happy”. But Culver’s wanted to do more than just bring happiness to their customers. As of 2013, with almost 500 restaurants participating, Culver’s has taken on a new project, The Thank You Farmers Project, in order to promote ag education throughout the nation as well as give a huge thanks to the farmers who provide our food.

Director of Public Relations & Communications of Culver’s Franchising System, Paul Pitas presents this project’s mission statement: to ensure longevity of food supply as well as take the opportunity to thank all farmers who work hard to feed the world. In order to achieve the goal set, Culver’s has participated in numerous fundraisers for the FFA and ag programs as well as acts of gratitude towards the farmers.

As of 2018 Culver’s has been able to raise about 2 million dollars for the National FFA Foundation through fundraising events. Fundraising includes Scoops of Thanks Day, the FFA Essay Contest, #FarmingFridays, Coloring Contests, and much more. Scoops of Thanks Day has proven to be the most successful fundraiser where it has raised over \$200,000 alone for agricultural organizations. Culver’s has also found a way to keep younger children involved in the drive for ag education so that they understand what goes on behind the restaurant. To achieve this, Culver’s has created coloring

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contests to help educate the younger generation. It provides these kiddos the opportunity to be a part of something that could one day change the way of farming. The main reason for fundraising is to ensure that ag education is always thriving and innovating with minimal set backs. Culver's wants to get as many people involved in agriculture as possible so that they can continue the work that goes into it.

Culver's has dedicated Blue Barns around neighboring restaurants to show the gratitude they have beyond the restaurant. It is a simple thanks for providing the world with another meal. This action of has garnered much attention from the community as well as surrounding cities. Communities see the Blue Barn and can instantly possess an appreciation for the farmers who make all this possible. It also provides our farmers with a visual thanks rather than just a verbal. Culver's wants to make known that the farmers are the ones who deserve all the credit and thanks for providing us with our food supply.

Over the years this project has proven itself to be quite successful among the nation. Because of Culver's dedication to farming, agricultural organizations have been provided with the opportunity to thrive and farmers have been given the gift of being able to see the great appreciation possessed among the people. With a love, passion, and appreciation for agriculture and the ones who work in it, Culver's plans to continue this project indefinitely so that these outcomes may always be present.