

# Real Farmers, Real Answers

## What is it?

The Real Farmers, Real Answers initiative connects consumers with farmers through authentic, one-on-one conversations that build trust in agriculture. It's designed to be used at community events, fairs, schools, grocery stores, and more.

## Why is it important?

- Helps the public understand where their food comes from.
- Builds confidence in Michigan agriculture.
- Strengthens relationships through open, honest conversations.
- Supports our mission of agricultural literacy and engagement.

## How does it work?

Farmers and volunteers host a simple, approachable display. Visitors are invited to ask questions about farming, food, and sustainability. Volunteers use shared values and personal stories to build connections.



## How do I access it?

Borrow the Real Farmers, Real Answers kit from Michigan Farm Bureau or purchase your own Booth in a Box for your county Farm Bureau for \$450. Order by March 15 for a discounted price with bulk order. After March 15, Booth in a Box will be \$550. Order through your county Farm Bureau through the P&E/AITC Store: [miagclassroom.org](http://miagclassroom.org). The box can also be reserved by completing a [registration form](#).

## Where do I learn more?

Check out the Real Farmers, Real Answers Event Guidebook on the P&E SharePoint or order a copy from the P&E/AITC Store. Contact the P&E Department at [educationandleader@michfb.com](mailto:educationandleader@michfb.com) with questions.



## What's included in the booth in a box?

- Tabletop pull-up display banner
- Floor-standing pull-up display banner
- Hanging banner with grommets
- Table runner
- Set of commodity cards
- Set of ag issue cards for reference
- Consumer engagement resources
- Optional: Trivia wheel inserts