

STATE: FLORIDA

MEMBERSHIP CATEGORY (**Over** 80,000)

NAME(S): The Home Field AGvantage

CATEGORY NUMBER: 13

CATEGORY NAME: Unique Tactic or Execution

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University of Florida Stamp



Florida State University Stamp



General Home Field AGVantage Stamp



THE UNIVERSITY OF FLORIDA TAILGATE TENT



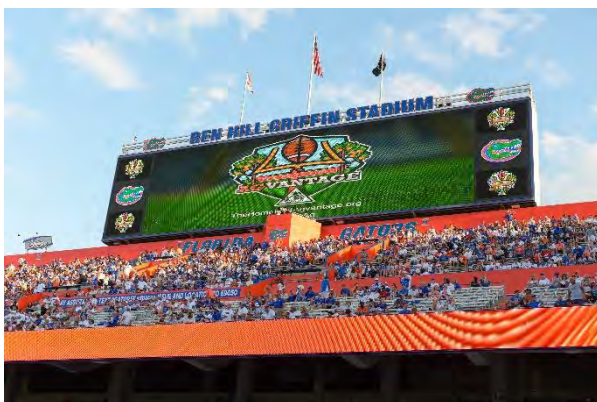


## THE UNIVERSITY OF FLORIDA HOSPITALITY TENT

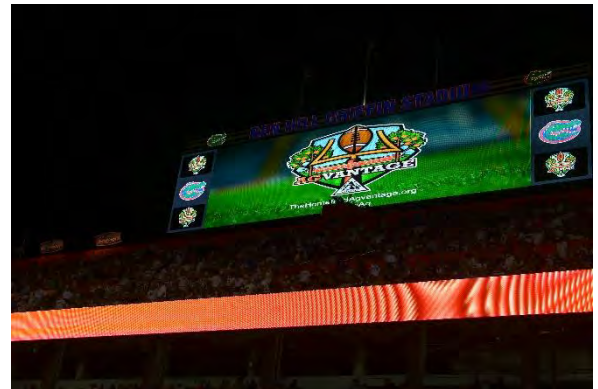
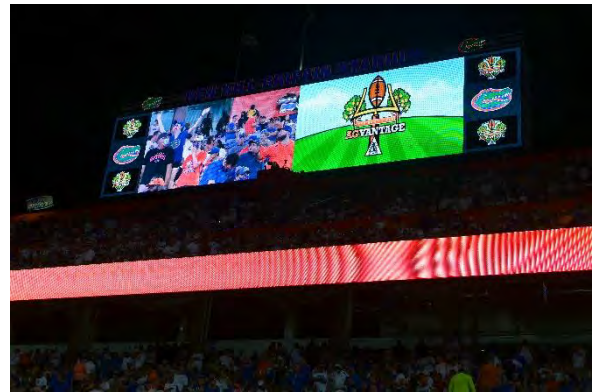
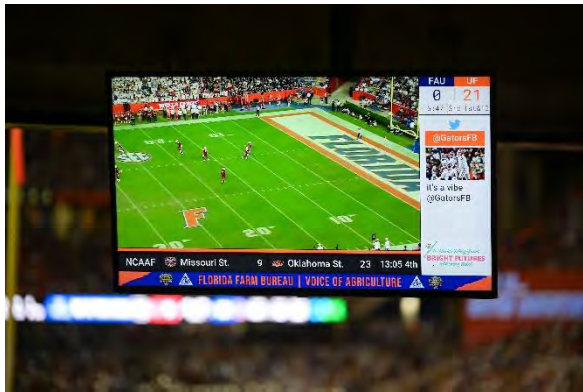




## THE UNIVERSITY OF FLORIDA IN-GAME ACTIVATION, ON-FIELD AND RADIO INTERVIEWS









## THE FLORIDA STATE UNIVERSITY TAILGATE TENT





## FLORIDA STATE UNIVERSITY HOSPITALITY TENT





## FLORIDA STATE UNIVERSITY IN-GAME ACTIVATION, ON-FIELD AND RADIO INTERVIEWS

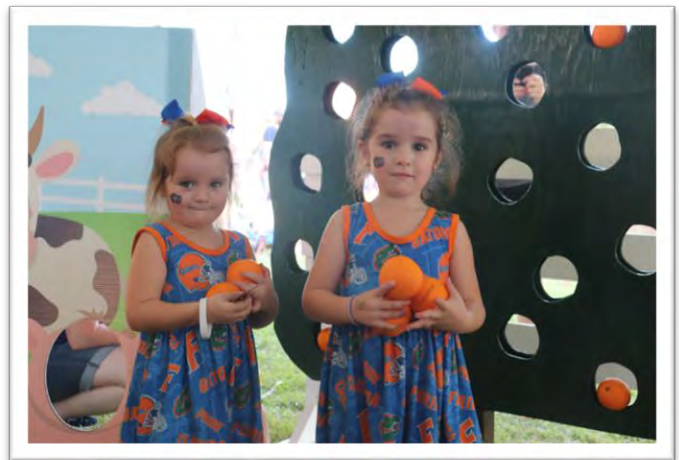








## KIDS' CORNERS





## FARM SIGNS





## PRINT ADS



**THE PREMIER AG DAY EXPERIENCE**



**VS.**

**FAU**

(Sept. 4, 2021)



**VS.**

**Louisville**

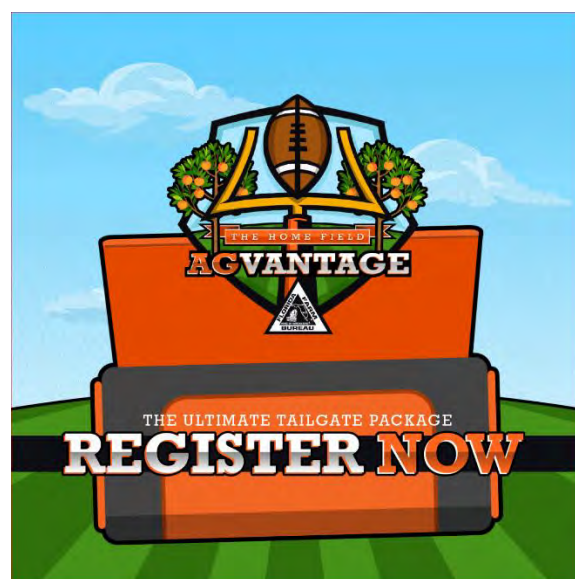
(Sept. 25, 2021)

**AND**

**REGISTER  
TO WIN THE  
ULTIMATE TAILGATE PACKAGE**

[thehomefieldagvantage.org](http://thehomefieldagvantage.org)

## SOCIAL MEDIA ADS





## PROMOTIONAL MATERIAL


**ENTER TO WIN**  
Fresh From Florida  
**GIFT BASKET**

One winner will be notified on **October 5, 2021**

Prize package includes:


- Bamboo Salt Box
- FSU football
- 2 Fresh From FL Tervis
- Fresh From FL Flipper
- Fresh From FL Coffee Cup
- FL Bamboo Cutting Board
- 2 Mini-Maglights
- 2 Reusable Straws
- 2 Campfire Coffee Mugs
- Jar of Honey

Enter using the paper form.

*Florida* DAIRY

It takes 3 gallons of milk to make 1 gallon of ice cream. About 9% of all milk produced in the US is used to make ice cream. There are approximately 125,000 dairy cows in Florida, producing about 300 million gallons of milk each year.






**GIVES** access to **30+** member benefits and discounts

**SUPPORTS** food security by donating **43 million pounds of food** to food banks statewide

**GROWS** educational **outreach & leadership programs** that impact your community

**ADVOCATES** for farmers and ranchers who **feed, fuel and clothe** America

**CULTIVATES** conversations, experiences & policies that **move agriculture forward**

Your membership ... provides value & impact.  
**Scan to learn more!**

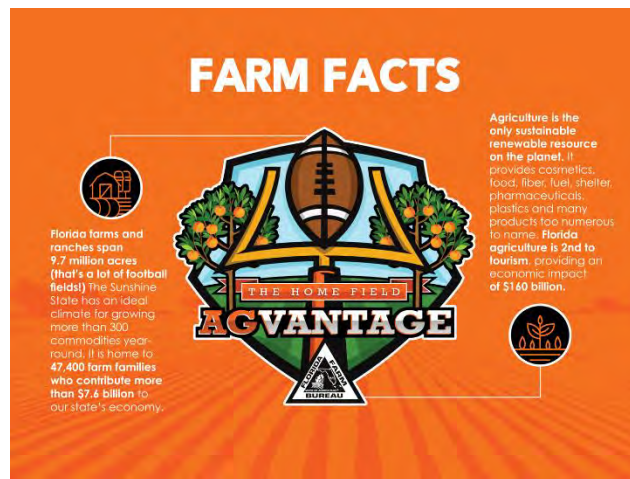


SCAN ME





## CONSUMER CONNECTION GRAPHICS



# THEHOMEFIELDAGVANTAGE.ORG



**VS. AND VS.**  
**FAU Louisville**  
(Sept. 4, 2021) (Sept. 28, 2021)

## WELCOME

Welcome to Florida Farm Bureau Federation's premier fan tailgate AG experience. Floridians love The Home Field Advantage, thanks to our farmers and ranchers. They provide us the food for our tailgate, fiber for our team skirts and even the hats we wear to the game.

Connect with agriculture and the farm families who grow your food by celebrating all the players in Florida agriculture on this AG Day.

### 01 ABOUT

The Home Field Advantage is Florida's largest AG Day tailgate celebration with our state's most popular football teams – the Florida Gators and the Florida State Seminoles!




### 02 MEET THE PLAYERS

Florida farmers and ranchers are the original MVPs. Meet just a few of them here.



### 03 HOW AM I CONNECTED?

See how you're connected to Florida agriculture through your favorite tailgate foods.



## ABOUT

The Home Field Advantage is Florida's largest AG Day tailgate celebration with our state's most popular football teams – the Florida Gators and the Florida State Seminoles! You're invited to kick off the 2021 football season with us at this premier AG Day celebration.

We will be with the Gators at Ben Hill Griffin Stadium on Sept. 4 and with the Seminoles at the Doak Campbell Stadium on Sept. 25.

From the farmers to the researchers, the distributors to the grocery clerks, and all the way to the fans who eat the food and wear the gear, we all stand up and cheer for Florida agriculture!

The Home Field Advantage will provide fans a true AG experience with fun family activities.

## REGISTER TO WIN


Enter for a chance to win the ultimate tailgating package!

### THE PRIZES

Yeti Roadie 24 cooler, pop-up tent, two Yeti tumblers donated by Dungenessie, two Gator or Seminole quad chairs, a Gator or Seminole ring toss game, Bluetooth speaker, Florida Farm Bureau grill set, and a PubGift card.

WANT TO JOIN THE TEAM? BECOME A MEMBER SPECIAL GUEST.

f t i



## FLORIDA FARM BUREAU FEDERATION

# HOW ARE WE CONNECTED?


From fruits and vegetables to seafood, beef or craft brews, Florida produces more than 300 agricultural commodities. We've highlighted some of our favorite tailgate commodities and cool facts:




**STRAWBERRIES**

More than 94% of all households consume strawberries. Each person consumes about 4.85 pounds of fresh and frozen strawberries annually. Florida grown strawberries are enjoyed in a variety of dishes both savory and sweet.

Citrus is iconic to the Sunshine State and has been for more than 200 years. Over 90 % of America's orange juice is made from Florida-grown oranges. Grab a Florida juice for a healthy tailgate drink.



**ORANGES**



**PEANUTS**

There are 185,000 acres of peanuts grown in Florida. 75% of Florida-grown peanuts are used for peanut butter (the balance is for snack nuts, candy, peanut oil and next year's seed). Boiled peanuts make an excellent snack for your tailgate.



## OTHER MEDIA

Top Latest People Photos Videos

**Florida Farm Bureau** @FlaFarmBureau · Aug 11

Football season is right around the corner! Join us in celebrating all of the players in Florida agriculture at our [#TheHomeFieldAGVantage](#) tailgate events next month.



Farm Fact: The Home Field AGVantage

In this week's Farm Fact, our friends at the Alachua County Farm Bureau tell us we should appreciate farmers and ranchers whenever w...

[wcjb.com](#)

### Florida's Home Field AGVantage and Hennebelle Georgia State Veterinarian

Wednesday Jul 21st, 2021 104 Views The Agribusiness Update



Bob Larson

From the Ag Information Network, I'm Bob Larson with your Agribusiness Update.

**\*\*Florida Farm Bureau will celebrate Florida agriculture and football with two premier Ag Day celebrations this fall.**

The Home Field AGVantage celebrations will kick-off September 4th at the University of Florida vs. Florida Atlantic game.

The celebration will continue at the Florida State vs. Louisville game September 25th.

These inaugural tailgate events are free and will provide fans a complete interactive agriculture experience with different products grown around the Sunshine State.

Other highlights include live music, food samples and family-

friendly activities.

[www.floridafarmbureau.org/news/the-home-field-agvantage-florida-farm-bureau-premier-ag-day-celebration/](http://www.floridafarmbureau.org/news/the-home-field-agvantage-florida-farm-bureau-premier-ag-day-celebration/)

Florida Farm Bureau Federation will celebrate Florida agriculture and football with two Ag Day celebrations next month.

GAINESVILLE, FLA. (PRWEB) AUGUST 05, 2021

The Home Field AGVantage, Florida's premier Ag Day celebrations will kick-off on Sept. 4 at the University of Florida vs. Florida Atlantic University game. The celebration will continue at the Florida State University vs. University of Louisville game on Sept. 25, 2021.

The inaugural tailgate events are free to the public and will provide fans a complete interactive agriculture experience; highlighting different products grown around the Sunshine State. Other highlights include live music, food samples and fun family and kid-friendly activities.

"This is our opportunity to promote the connection that Floridians have to agriculture and the farm families in our state," said Florida Farm Bureau President John L. Hoblick. "It is a great way to highlight the importance of agriculture as a whole while enjoying good food, family-fun and football."

The Ag Day celebration will also include on-field recognitions to honor farm families and provide fans shareable photo opportunities with the hashtag #MyAGexperience.

For more information on The Home Field AGVantage celebration and to win an ultimate tailgate package, visit <https://thehomefieldagvantage.org/>.

Florida Farm Bureau, the state's largest general agricultural organization, represents more than 137,000 member-families. We serve to enhance farm enterprise and improve rural communities.

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