

### FarmersFeedUs Special Events Planned for 2011 RAGBRAI

WEST DES MOINES, IOWA – July 6, 2011 – Iowa farmers from across the state are joining together to show RAGBRAI 2011 riders what Iowa agriculture is all about. Iowa-raised beef, pork and dairy products will be featured in free samples for RAGBRAI riders at several locations along this year's route, which winds through the fertile corn and soybean fields, green pastures, vineyards and dozens of welcoming rural towns.

Iowa Farmers Feed Us (FFU) showcases the character of rural Iowa's farming communities and the many farmers who provide a wide variety of nutritious, safe food. RAGBRAI riders come from around the country and are socially-connected consumers who are curious about the farms and food production they see on their trip through Iowa. FFU is an initiative designed to highlight farmers' commitment to providing people with safe, nutritious and affordable food, caring for the animals and the land, and supporting their communities, as well.

At each stop, free food samples and four separate collectable FFU bike spoke cards will be handed out by Iowa farmers for riders to put on their bikes. The front of each bike spoke card celebrates Iowa farming with exclusive drawings created by celebrated former Des Moines Register illustrator Brian Duffy. The back of the bike spoke card has a link to the Farmers Feed Us website and a number to enter in a drawing to win the grand prize: a new Apple i-Pad.

Participants can look for the red FFU flag at the RAGBRAI 2011 Expo in Glenwood on July 23 to pick up their RAGBRAI route maps, which highlight Iowa Farmers Feed Us stops, food samples and collectible bike spoke card for the grand prize drawing.

The Farmers Feed Us stops along RAGBRAI 2011 include:

- Monday, July 25, nine miles north of Kimballton, the signs and red Farmers Feed Us flag will lead to a beautiful cattle farm. Iowa livestock farmers are bringing out the big grills and offering free Iowa beef samples, while supplies last! Bike spoke card #1 offered here.
- Tuesday, July 26, in Churdan, look for the Farmers Feed Us flag just blocks from the town's elevator, and get your RAGBRAI 2011 photo taken with real farmers and big tractors! Bike spoke card #2 offered here.
- Wednesday, July 27, at White Oak Vineyards, located at 15065 NE White Oak Dr., outside of Cambridge, you'll find a big party with music, wine and free food at the Farmers Feed Us stop! Look for the big, red FFU flag and your free sample of Iowa grilled pork, while supplies

## Iowa Farm Groups Come Together to Bring Fun, Farmers and 'Free Food!' to 2011 RAGBRAI Riders

Written by Iowa Farm Bureau News  
Wednesday, 06 July 2011 23:30

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last! Get your bike spoke card #3 here.

- Thursday, July 28, brave the hills just outside Baxter and look for the red, Farmers Feed Us flag and giant dairy cow located along F17 to get your free chocolate milk, while supplies last! Collect bike spoke card #4 here.

The drawing for the grand prize will take place on Tues., Aug. 2, 2011.

Agriculture is the cornerstone of our economy; farming accounts for one in every six jobs. This year, Iowa's farm groups are happy to work together to show RAGBRAI riders and supporters how today's family farmers provide a variety of safe, nutritious and affordable food.

The 2011 RAGBRAI Farmers Feed Us sponsors include: the Iowa Farm Bureau Federation, Iowa Corn Growers Association, Iowa Pork Producers Association, Iowa Beef Industry Council, Midwest Dairy Association, Iowa State Dairy Association, Iowa Turkey Federation and Iowa Soybean Association.

For more information about the 2011 RAGBRAI Farmers Feed Us event, check out [www.iowafarmbureau.com/ragbrai](http://www.iowafarmbureau.com/ragbrai)

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