

IOWA FARM BUREAU SHOWS HOW “IOWA RISES UP” AT 2013 IOWA STATE FAIR

Written by Andrew Wheeler
Monday, 05 August 2013 14:38

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Visitors to Farm Bureau Park can meet Iowa farmers, win great prizes

WEST DES MOINES, IOWA – Aug. 5, 2013 – This year Iowa State Fair visitors will have the opportunity to Spin the Wheel at Farm Bureau Park to win great prizes while learning how Iowa’s farmers help “Iowa Rise Up.” No matter the degree of agriculture knowledge, fairgoers will have the opportunity to interact with Iowa farmers while also having the chance to earn great prizes.

Iowa Farm Bureau Federation (IFBF) members will enjoy a number of perks at the fair, while Farm Bureau Park showcases how Iowa farmers help “Iowa Rise Up” by raising and growing our food and energy. Members can redeem a thank you coupon for a free gift and register for a chance to win a free Cub Cadet Zero Turn Riding Mower. Members are encouraged to sign up family and friends as new Farm Bureau members, with the new member entered in a drawing for \$2,000 in free ethanol.

All park visitors can take a guess at how many balls are loaded in the cab of a Ford F-150 for a chance to win \$500. Farm Bureau Park visitors also have the opportunity to win a Big Green Egg smoker grill and sign the fair’s largest Thank You card to Iowa’s farmers, courtesy of Farm Bureau Financial Services. Park guests will have the chance to sign up daily to win a free smart phone from Farm Bureau’s newest benefit partner, Ready Mobile.

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Visitors are encouraged to learn more about Farm Bureau benefit partners and special member discounts on services and products including Morton Buildings, Case IH tractors, hay equipment and utility vehicles, Ford and Lincoln vehicles and Wellmark Blue Cross/Blue Shield health insurance available through Farm Bureau agents. The newest partner, Ready Mobile, will be on site to answer questions and will provide a free phone charging station for fairgoers with a low cell phone battery.

Young fairgoers will also find free entertainment at Farm Bureau Park as the Iowa Farm Bureau Young Farmer Advisory Committee members offer a variety of free kids' activities and prizes from 8:00 a.m.-8:00 p.m. on Saturday, Aug. 10.

The IFBF is again promoting the importance of healthy lifestyles by featuring a number of free blood pressure, cancer, hearing, balance, and other health screenings on select fair days. Other special activities at Farm Bureau Park on select fair days include:

Saturday, Aug. 10

4:00 p.m., Governor's Charity Steer Show in the Livestock Pavilion. Charity Auction immediately following

Tuesday, Aug. 13 – Farm Bureau Day at the Fair

9:00 a.m. – 12:00 p.m., Farm Bureau's Cookout Contest on the Grand Concourse, judging at 10:00 a.m.

9:00 a.m. – 3:00 p.m., Free farm consultation services provided by Coalition to Support Iowa's Farmers

9:00 a.m. – 3:30 p.m., Morton Buildings Tent

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9:00 a.m. – 3:30 p.m., If you pay health insurance premiums or out-of-pocket healthcare costs, learn about tax savings plans provided by BASE Third-Party Benefit Administration

9:00 a.m. – 8:00 p.m., Sign up to win a Case IH pedal tractor provided by Case IH

9:00 a.m., Century and Heritage Farm Awards on the Century/Heritage Farm Stage (note location change)

Thursday, Aug. 15

9:00 a.m. – 3:30 p.m., Free business consultation services provided by Renew Rural Iowa, VentureNet Iowa and CIRAS (ISU Center for Industrial Research and Service)

Farm Bureau Park is located next to the Varied Industries Building, right off the Grand Concourse. For a complete listing of Farm Bureau activities at the fair, visit www.iowafarmbureau.com

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About Iowa Farm Bureau

The Iowa Farm Bureau Federation is a grassroots, statewide organization dedicated to enhancing the People, Progress and Pride of Iowa. More than 153,000 families in Iowa are Farm Bureau members, working together to achieve farm and rural prosperity. For more information about Farm Bureau and agriculture, visit the newsroom at www.iowafarmbureau.com