

## Spotlight Shines On America's Farm Families



One of 32 America's Farmers billboards gracing the sides of American highways. This one features cotton, soybean, sorghum and wheat farmer Ray Sneed.

(NAPSA)—As a boy growing up in Tennessee, Ray Sneed never imagined that one day his face would grace billboards along U.S. interstates. Wendy Boyd never thought she would have cameras following her around the fields of her Georgia grain, cotton and cattle operation. Nevertheless, the Sneed and Boyd families, along with several other farm families, are proud to help educate consumers on the path their food takes from field to kitchen table.

To thank America's farmers for the hard work they do to get it there, a series of webisodes, available on the website AmericasFarmers.com has been created. It offers viewers a behind-the-scenes glimpse of life on a family farm through the perspectives of the people who live it. A new webisode is posted to the site each month.

In addition, the farm families are at the heart of a television campaign that celebrates the 24 million American jobs that farming supports each year.

### Honoring the American Farm Mom

Often, the backbone of a farm family is the "farm mom." Monsanto's America's Farmers Mom of the Year program celebrates the women who raise the next generation of America's farmers while supporting their farms, communities and the industry. Five regional winners received \$5,000. Online voting then determined from these a national winner and awarded her an additional \$2,500. Says the first America's Farmers Mom of the Year, Carol Cowan of Watonga, Okla., "I'm humbled to represent farm moms. This experience has been a lot of fun and has given me the opportunity to help raise awareness of the work we do. I applaud all farm families." The search for the next America's Farmers Mom of the Year is now under way on AmericasFarmers.com.

Throughout its advocacy efforts and advertising campaigns, Monsanto will continue to highlight hardworking, passionate American farmers. Visit the website [www.AmericasFarmers.com](http://www.AmericasFarmers.com) to meet these stewards of the land and hear their stories.