

## **AUGUSTA CO-OP SUPPORTS 4-H/FFA MARKET ANIMAL SHOW'S SALE AND DONATES OVER TWO THOUSAND POUNDS OF PORK**

Staunton, VA – May 15, 2023

One of the largest events in Augusta County, The Augusta County 4-H/FFA Market Animal Show (MAS), works to encourage youth development through 4-H and FFA livestock projects, focusing on skills like working with others, accepting responsibility, developing a strong work ethic and exhibiting good character.

2023 marked the 78th anniversary of the Augusta County 4-H/FFA Market Animal Show & Sale, an exhibition that gives local 4-H and FFA members the opportunity to showcase their livestock — including goats, cattle, hogs and sheep. After months of feeding and caring for their animals, more than 150 local youth participated in the show, which was followed by the sale of the exhibitor's animals. The Support Sale, with over 130 buyers, resulted in an estimated \$480,000 worth of livestock sales.

Since the event's beginning in 1945, Augusta Cooperative has been directly involved with the 4-H/FFA Market Animal Show & Sale. "The Augusta Cooperative has a strong tradition of community involvement, particularly with agriculture events and food donation centers," said Kevin McLaren, General Manager of Augusta Cooperative. In addition, Augusta Co-op offers a 4-H/FFA Livestock Feed Program that allows exhibitors to charge feed, animal health and tack items to a charge account interest free for up to 30 days after their livestock is sold, ultimately helping support the students financially throughout their project.

This year, Augusta Cooperative purchased 40 animals and an additional 17 in collaboration with supplier/vendor partners, totaling over \$35,000 that will be contributed back to this year's MAS exhibitors. Furthermore, Augusta Co-op purchased the hog floor, buying an additional 22 hogs, which will be sent to processing, totaling over 2,500 pounds of pork. The protein will be donated to local shelters and food pantries across the state within the next two weeks. Donations have currently been made to the Blue Ridge Area Food Bank (96 Laurel Hill Road, Verona, Virginia 24482), the Verona Community Food Pantry (68 Dick Huff Lane, Verona, Virginia 24482) and the First Presbyterian Church Food Bank (249 S Wayne Ave., Waynesboro, Virginia 22980). Additional donation locations will be selected prior to the end of May.

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### **About the Augusta Cooperative Farm Bureau, Inc.**

Founded in 1929 and headquartered in the Shenandoah Valley, with five branch stores in Virginia, the Augusta Cooperative is a leading supplier of agriculture and rural lifestyle products. Our diversified platform is the foundation for a variety of items such as feed, seed, livestock equipment, fertilizer, hardware, pet food & pet supplies, animal health, lawn & garden, clothing and much more. The Augusta Cooperative proudly serves over 25 counties in VA and WV.

For additional information, visit [www.AugustaCoop.com](http://www.AugustaCoop.com).

### **About the Verona Community Food Pantry**

The Verona Community Food Pantry (VCFP) is 150+ volunteers drawn together by their commitment to provide food to those in need in Augusta County, Staunton, and Waynesboro, Virginia. The VCFP is an independent all-volunteer, 501c3 nonprofit corporation.

For additional information, visit [www.VeronaFoodPantry.org](http://www.VeronaFoodPantry.org).

### **About the First Presbyterian Church Food Bank**

The First Presbyterian Church Food Bank makes an important contribution to the well being of members within the Augusta County community. Volunteers and contributions are collected from the Blue Ridge Area Food Bank along with the congregation.

For additional information, visit [www.FirsPreswav.org/Food-Bank/](http://www.FirsPreswav.org/Food-Bank/).

### **About the Blue Ridge Area Food Bank**

The Blue Ridge Area Food Bank serves over 25 counties and 8 cities on either side of the Blue Ridge with distribution centers in Charlottesville, Lynchburg, Winchester and Verona (our headquarters). They provide nutritious food to 109,500 people on average each month through a far-reaching network of more than 400 community partners—food pantries, shelters, soup kitchens, and program sites like schools, community centers, and health care clinics.

For additional information, visit [www.BRAFB.org/](http://www.BRAFB.org/).