



KANE COUNTY FARM BUREAU

Farm. Family. Food.

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FOR IMMEDIATE RELEASE

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Kane County Farm Bureau introduces new “Brand” on Randall Road

In June of 2013, the Illinois Farm Bureau® introduced a new tagline – “Farm. Family. Food.™” Now the tagline, with a refreshed KCFB logo, has come to mark our location on Randall Road in St. Charles. Workers erected that 5’X 8’ lighted sign on Randall Road in early May. Soon it will be joined by refreshed COUNTRY Financial signage.

In Kane County we are particularly proud of the tagline, as it originated here as one component for replacement of the “100th Anniversary” ribbon in our 2012 Centennial logo. A tagline endeavors to tell the public more about a company or organization. In our case, who the organization represents and what it stands for.

Through use of the tagline, Farm Bureau embraces its roots in agriculture, its role in sustaining farm life and families, and its long-standing position underpinning the businesses and individuals whose production feeds consumers the world over.

Complementing the tagline in our brand “refresh”, is a revised logo and mission statement: Enhance the quality of life for member families; Promote agriculture, farms and food; and, Advocate good stewardship of our land and resources.

Through these efforts, we hope to better communicate Kane County & Illinois Farm Bureau’s values, role, and purpose to members and the public. We also hope that members and the public will associate our “brand” with success: a large, empowered membership working towards common goals with the support of legislators and a public who understand Farm Bureau’s motives, role, and importance.

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Kane County Farm Bureau is a not-for-profit membership association serving members, local agricultural producers and Kane County communities since 1912. With over 15,000 member families, Farm Bureau membership is open to all in Kane County who support a stable, profitable and permanent agricultural sector as a vital part of a strong economy in a free society.