

“Strong Farm Initiative”

Kansas Farm Bureau’s Foundation for Agriculture has announced a new partnership with long-time credit card provider INTRUST Bank to raise up to \$10,000 for the KFB Foundation’s efforts to advance the cause of the Kansas family farm.

Called the Strong Farm Initiative, the campaign will take place Nov. 1, 2012 through Jan. 31, 2013. During that time, INTRUST Bank will make a \$50 donation to the KFB Foundation for every new, activated KFB Platinum Visa® booked. If 200 new cards are activated through the end of the initiative, the total value to the KFB Foundation will be \$10,000.

“Kansas Farm Bureau’s Foundation for Agriculture helps develop leaders who understand the importance of agriculture,” says Steve Baccus, Ottawa County grain farmer and president of Kansas Farm Bureau. “The Strong Farm Initiative is a simple way to have a huge impact on our effort to ensure Kansas’ rural communities remain strong and vital”

Linda Cullinan, senior manager at INTRUST Bank, says the Strong Farm Initiative is a great way to support Kansas agriculture. “Our institution has a deep connection to the agricultural industry. And the Strong Farm Initiative is a perfect vehicle for us to strengthen the KFB Foundation’s efforts to build a stronger Kansas agricultural economy.”

Those who are interested in helping the Foundation achieve its Strong Farm Initiative goal of \$10,000 can apply for a KFB Platinum Visa by clicking intrustbank.com/strongfarm or by calling (800) 222-7458.

[Kansas Farm Bureau](#) represents grassroots agriculture. Established in 1919, this non-profit advocacy organization supports farm families who earn their living in a changing industry