



News Release

For Immediate Release

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Florida Strawberry Festival to give sizable donation to Plant City UF Campus

PLANT CITY, Fla. (Nov. 2, 2017) – The Florida Strawberry Festival will present a check for \$75,000 to the University of Florida’s Plant City campus on Tuesday at 2 p.m.

The donation will go directly to support the addition of a food and resources economics degree program in the satellite campus’ College of Agricultural and Life Sciences. The Florida Strawberry Growers Association will give an additional \$75,000 to the program.

“Food and resource economics is essentially an agricultural business degree,” said Florida Strawberry Festival Chairman of the Board Sandee Sytsma. “And as an agricultural event, we want to have a role in making sure our young people have ample opportunities to keep our community’s agriculture industry thriving.”

The donation, which the festival’s board of directors approved in June, will directly support faculty positions in the new program.

“We know that not everyone who wants to earn a college degree has the capability of leaving home for several years,” said Florida Strawberry Festival President Paul Davis. “If we can be of support in helping young agriculturists achieve their educational and business goals, we are thrilled to do it.”

This is not the first time the 83-year-old event has partnered with UF to support its agricultural pursuits. For over 20 years the festival has given \$20,000 annually to the university’s Institute of Food and Agricultural Sciences for research in strawberry production.

“We feel very strongly about investing in the future of agriculture,” said Davis, “and we look forward to seeing how these investments will benefit our community for years to come.”

About the Florida Strawberry Festival

The Florida Strawberry Festival is an 11-day community event celebrating the strawberry harvest of Eastern Hillsborough County. Each year, over 500,000 visitors enjoy the festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2018 Florida Strawberry Festival where we're "Building New Memories!" will take place March 1-11 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest18).

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