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**FARM BUREAU NAMES ELKADER-BASED ‘FIRE FARM’ AS APRIL
RENEW RURAL IOWA LEADER AWARD WINNER**

WEST DES MOINES, IOWA – April 20, 2007 –A lighting design manufacturer that creates and sells custom lighting fixtures to big, global customers from the small town of Elkader is April’s Renew Rural Iowa Leader Award winner.

Fire Farm entrepreneur Adam Pollock moved his business and family to Iowa five years ago from California after falling in love with the town and the people while visiting relatives.

Pollock’s business has changed and grown since then, but like all successful entrepreneurs, he realized the value of maintaining wealth creation for the Fire Farm and his community in the future. So, the Fire Farm creator attended a Renew Rural Iowa seminar, a Farm Bureau initiative that combines an innovative mentoring model for entrepreneurs with a rural vitality investment fund.

Renew Rural Iowa seminars are designed to enhance the enterprise value of existing or new small town businesses to encourage their reinvestment within the community. “I needed certain questions answered about my business which Renew Rural Iowa addressed,” says Pollock, “such as, where do we fit? How big is the market we serve? How well are we serving it? What is my potential growth and if there isn’t potential, what are the core underlying reasons? I think that process is helping sidestep misadventures and false starts for so many folks just beginning and it’s also helping us focus our resources,” says Pollock.

Fire Farm is the April Renew Rural Iowa Leader Award winner. The Renew Rural Iowa Award is a designation within that program, which honors leading entrepreneurs as a testament to the vitality, creativity and cooperation of Iowa’s rural communities.

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About Iowa Farm Bureau

The Iowa Farm Bureau Federation is a grassroots, statewide organization dedicated to enhancing the People, Progress

and Pride of Iowa. More than 153,000 families in Iowa are Farm Bureau members, working together to achieve farm and rural prosperity. For more information about Farm Bureau and agriculture, visit the online media center at www.iowafarmbureau.com.