Dinner and awards banquet for about 200 or more people each year. Both individuals actively engaged in agriculture and general community members come together to celebrate progress and success in local agriculture. Not only are farmers recognized for their efforts in progressing local agriculture practices but the banquet also features examples of diverse and sustainable agriculture. Farms and farm operators are showcased for accomplishments in progressing local agriculture, keeping their farm operations profitable and longevity in the practice of farm operations. The awards program includes a detailed slide-show and narrative. The pictures and narrative are then incorporated into a news release for media outlets and websites.

To be an award recipient, farmers must submit an application for the award which must include financial statements of profitability, a detailed description of soil and water conservation practices, and contributions they have made to the local community through agricultural operations. All attendees gain a better understanding of what farming systems are most profitable and sustainable. Farmers also benefit by having community members learn what is involved in modern agriculture so they can be supportive and help reduce threats to agricultural business success.