The Bethany Letter BETHANY UNITED CHURCH OF CHRIST Website: bethany@bethanyucc.org

April 11, 2019 1235 Broad Blvd., Cuyahoga Falls, OH 44223 330-923-5277

Pastor Kim's blog: through the weaver seyes. blogs pot.co

Noisy Offering

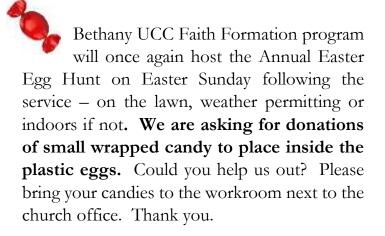
This Sunday April 14th, please bring the COINS you have collected in your jars so you can dump your contributions into the containers the children will pass during this special offering. The Mission Committee and Faith Formation Committee thank you so much for your participation in this joint endeavor.

We hope to hear a loud clamor!

Shopping Made Easy Gift Cards will be available for purchase Sunday April 14 & April



21st. Cards will be available for Acme, Giant Eagle, Amazon, Home Depot and Lowes. The amounts will be \$25.00, \$50.00 and \$100.00. Why not help the Bethany Budget by purchasing Gift Cards on Sunday and doing your shopping on Monday?



Lenten Soup – Service – Study

Thursdays at 6:00 pm during Lent April 11th 6:30p (last study)

Please join us for a shared meal of soup and bread, a brief worship service, and a time to study the important topic of forgiveness. We will watch a film by Martin Doblmeier called "The Power of Forgiveness."

Adult Faith Formation

No class April 14th (Palm Sunday) April 21st (Easter Sunday)

Office Closed April 19th – Good Friday Open for 7:00p Worship Service



Sunrise Service

Easter Sunday April 21st

Gather outside at church at 6:30 am around a fire to await sunrise. Service will be begin when it is light (sunrise expected at 6:38 am). Will continue worship inside the church at 7 am. (service concludes by 7:30 am) *Rev. Kim Mislin Cran*, Pastor

New Members Received on Easter Sunday

We will receive new members into the church on **Easter Sunday, April 21st.** If you would like to join the church at this time please speak with Pastor Kim, and she will arrange an orientation class for a mutually agreed upon time...

Also new members received on...

Pentecost Sunday, June 9th

If you are interested in joining the church please speak with Pastor Kim. She will arrange for a new member orientation class for a mutually agreed upon time so you can prepare for this commitment. Confirmation will also be celebrated on June 9th.



"CH CH CH" CHANGES...

... you know how the song goes

We are slightly re-structuring the newsletter for the next 3 months. We are sending out a newsletter within the first week of each month. It will contain events for the whole month as well as the monthly calendar. We will e-mail weekly during the month with updates. Please keep the calendar handy so that you will be able to refer to it...the refrigerator is a great place to put it ③

We will need articles by April 22nd for the May newsletter to be published on April 25th. If you have concerns or need further clarification, please call the office. (1st one mailed earlier so you have dated material before May)

Treasures Sale

Mark your calendars for the Bethany Annual Treasures Sale on Saturday, April 27. If you are starting your spring cleaning be sure to put aside your treasures for the sale. Volunteers are also needed during the week and especially on Saturday. Baked good would also be appreciated.



Free Concert at Bethany Tuesday, April 30th at 7:30 pm Melissa Davis, soprano and Jerry Wong, piano; Stow Heritage Ringers Light refreshments following concert All are welcome!



Family Promise Host Week

Our next host week is May 12 -19. Please contact Carolyn B. Hofmann if you are interested in helping with this mission project. 330-929-7704. Thanks



RECOGNITION OF GRADUATES

We will be recognizing those who are graduating – from high school, from college, receiving associate or graduate degrees or certificates of achievement from educational institutions on **Sunday, May 5, 2019.** If you know someone who is graduating...from something, please call or email the church office and let them know. We would like names, place from which they are graduating/receiving a certificate, degree (if appropriate), and plans for the more-or-less immediate future (if known).



Please help celebrate Easter with a beautiful plant for the altar. The cost is **\$10.00** each. The plants will be on the altar to be delivered to our friends on the *Remembrance List* by Ministry Committee members. The Easter plants can only be delivered to those on the list. Please have your donation in by Palm Sunday **April 14**th so it may be <u>noted in our Easter bulletin.</u>

I would like to donate:	plant(s) for the
sanctuary @ \$10.00 each.	
TOTAL \$	(check enclosed)
Please circle one:	

In Memory / Honor of _____

Donor(s)____

Mother's Day Craft Workshop

Join us in the Social Hall **May 11th** at 3pm to make a very special project for yourself or your favorite Mom using Chalk Couture products. The cost of \$25 dollars includes everything you need to create a 5x7" sign to take home. Choose from a variety of trendy designs and surfaces, like chalkboards and pallet boards, that any Mom is sure to love! Detailed instruction will also be provided. For more information or to register for this event, please email aimee@theposhpixie.com. Adults and children 12+ only please. Registration and payment must be received by April 28th, 2019

Save the Date

Pastor Kím's Installation

Pastor Kim will be installed as Pastor and Teacher of Bethany UCC on Sunday, **September 22nd** during the 10:30 am worship service. Plan to be here for this celebration! Order your Bethany t-shirt to help commemorate our 100th Anniversary! Order forms as well as shirts in the variety of sizes so you can hold one up



to decide which best fits you are now available on a table in the Social Hall! (Whew, what a run-on sentence that was!) Deadline for ordering is May 5 and the cost is only \$10 each (payment is needed for each before we place the order). We'll have them in time for the Memorial Day Parade so we can show our unity.

Thank you!

Bethany participated in the Acme Fresh Market Community Cash Back program. Money received will help the YF with their mission trip. We received a check for \$412.34. The youth want to thank all who brought in their Acme receipts and we want to thank Pat Cochran for her help in collecting and totaling all of them, with some help from Al Butler!

This program will begin again August 8, 2019!

Pastor Kim's Schedule (generally speaking)

Sundays: Worship, fellowship and visitation
Mondays and Tuesdays: In the office
Wednesdays: Writing and study from home
Thursday: Visitation and community
presence/outreach
Friday and Saturday: Sabbath and personal

Friday and Saturday: Sabbath and personal activities, attendance at church activities as needed **Pastoral Emergencies:** Whenever they occur

Prayer Starter

Lord Jesus, when all around me is changing, whisper your assurances of care and protection. Your forgiving love never fails ...





2019 Holy Week and Easter Sunday Activities at Bethany

Palm Sunday (April 14 at 10:30 am)

Through music and readings, we will journey in our hearts to Jerusalem. Worship will move us from shouts of Hosanna to the first steps of Holy Week. Also, next to the large cross in the sanctuary will be a table with paper, pens and tape. During Holy Week you are invited to take a moment to write down pain that you are experiencing (no names, please) and pin it to the cross. On Good Friday the pain will be removed from the cross and prayerfully spoken aloud.

Maundy Thursday (April 18 at 6 pm in the Social Hall) Child care available – up to 2 yrs.

"Maundy" often translates as "commandment" - and so we begin worship by remembering Jesus' commandment to love and serve. We will share a simple meal and communion as we remember how Jesus reinterpreted elements of his meal with the disciples to become what we know as the Lord's Supper.

After worship and communion, we will go to the sanctuary for a Service of Tenebrae. (Tenebrae often translates as "Shadows"). Seven candles will be lit - and at the conclusion of each of the seven readings that recount Jesus' arrest, mistreatment and betrayal, a candle will be extinguished to symbolize the encroaching darkness. The service concludes in silence with all the ornamentation removed from the chancel.

Good Friday (April 19th at 7 pm in the Sanctuary)

Child care available - up to 2 yrs.

We will resume worship with a stark service that includes the reading of the Passion and time for prayer. The pain that has been taped to the cross will be removed and prayerfully spoken aloud. We will leave the bare church, longing to return on Sunday to beauty and good news of new life!

Easter Sunday

(April 21st – beginning outdoors at 6:30 am (Sunrise) and our traditional service at 10:30 am) Those who want to glimpse the first rays of the New Day are welcome to join us outdoors for a sunrise service. We will continue to celebrate the resurrection throughout the morning with brunch and a Festive Easter Service at 10:30 am followed by fellowship and an Easter Egg hunt.



Thoughts from Kim

Sunday – by Hannah Faith Notess

After the parade, the tired donkey wanders back to her stall. Among the bruised feathery branches, a dog licks at a half-eaten snack wrapped in a leaf, and the palms, whose boughs are done being cut down, begin again to whisper their fragile green music.

Mud crusts and dries on abandoned, trampled cloaks, and the women carry some of them down to the water for washing. *He seemed like a nice man,* they tell each other. He came from the country.

Across the city, the man, who had *a strong face, a kind face,* is telling a story with his hands, and in the lamplight the wise and foolish virgins cast shadows on the wall.

Tomorrow his hands will wither a fig tree and overturn tables. The temple veil with start to stretch and fray. But on this street, as night falls over the city, and the women shoulder their dripping burdens up the hill, the mutter of voices at the well is only gossip, and the wail rising in the air is only a child's cry, hungry and thin.

continued...

Recently I turned the television on about ten minutes before a program ended. I had no trouble guessing what the plot might be and understanding the most basic things about the ending. But because I had missed everything that had gone on before those last ten minutes, there was much I did not understand – much that I missed.

The same thing happens when we skip Holy Week and arrive only for Easter Sunday. The music will be beautiful and the presence of lilies will leave no doubt as to which Sunday it is, but on a spiritual level something may be missing.

I invite you now to clear time in your calendar to fully walk through the events of Holy Week – beginning with Palm Sunday. Allow yourself to be in the crowd shouting *Hosanna* and notice – what does it mean for you? Are you shouting with the crowd or following quietly on the sidelines – where are you in this story? Paper will be available on a table near the large cross so you can write down the things that are causing you pain and you can tape them to the cross. How does that feel?

Then experience what the Christian Church calls the Paschal Triduum, beginning on Thursday at 6 pm when we gather in the Social Hall to share a simple meal and remember the anniversary of the Lord's Supper and his new commandment to love and serve. In our mind's eye we see Jesus washing the feet of his disciples and instructing them to serve one another. Would we let Jesus wash our feet? Would we wash the feet of others? After sharing communion, we will go upstairs and experience what happens next in the story. Candles will be extinguished with each betrayal – each indignity – each abuse – that Jesus experienced that fateful night.

There is no benediction (blessing) said at the end of this service – instead we reconvene on Friday evening to resume worship – listening to the heartbreaking account of Jesus' crucifixion. The church is bare – comfortless - and we allow our hearts to be broken with Jesus. We share in traditional prayers and responses. The notes of pain that people have taped to the cross are taken down and read aloud. Again, no blessing is offered at the end of the service; we leave agreeing to gather Easter Sunday and continue worship.

And then on Easter...we can hardly wait to gather and lift the veil of darkness! Having walked this painful and heart-opening journey, we are prepared to sing alleluia from the depths of our souls! The joy of Easter spills over like an overfilled pitcher until all are soaked with God's grace – alleluia!

Jesus, King of the universe: ride on in humble majesty, ride on through conflict and debate, ride on through sweaty prayer and betrayal of friends, ride on through mockery and unjust condemnation, ride on through cruel suffering and ignoble death, ride on to the empty tomb and your rising in triumph, ride on to raise up your Church, a new body for your service, ride on, King Jesus, to renew the whole earth in your image: in compassion come to help us.

- Andhra Theological College, Hyderabad, India

Please join us for this journey. May you be surprised and transformed by grace!

Traveling mercies, my friends,

Kim

Congregational Conversation – Ways to Generate Income for the Church Outside of the Weekly Offering and Pledged Giving

Thank you to all who participated in our Congregational Conversation on April 7th. We had quite a discussion! Please read through the following list of potential activities. Do you feel inspired to organize one of these events?

Kid's Story time

Adults and Kids Community Concerts

Modern day equivalent of "Angel Pins"

Angel Pins

Bake sale along with the Plant Sale

Annual auction

Auction with Basket donations

Farmer's Market/Flea Market in parking lot

Have a babysitting service during the holiday season -4 hr. time slot - maybe snacks. Parents can drop their children off in a safe environment & do their holiday shopping.

Community offerings: Octoberfest in our parking lot, Hot Shot basketball – either camp or program – concession stand at the camp or program, Trunk or treat

Talented people in the church offer make it/take it craft class (set a price and include materials – e.g. knitting needles & yarn)

Expanding the crafters corner (participants pay a flat fee to use materials)

Concession booth at community events (e.g. Falls Octoberfest)

Applebee's, Panera night etc. – donates a percentage to charity during certain times Increase Social Hall Use

- Conferences and Meetings reach out to local businesses/charities/events
- Expand use of Sanctuary for Weddings

Prepare packet of info for wedding planners/local bridal magazines and Bridal fairs

Put a donation page on website and Facebook

Monthly dinner fund-raisers (spaghetti, fish fry Friday, chicken, swiss steak)

Mystery Dinner theatre

Madrigal dinner with costumes

Host an Escape Room - maybe one for teens, one for adults

Movies on the Lawn (no admission – people pay for concessions)

Breakfasts with Santa, Easter Bunny

Clothing Exchange

Challenge each Committee to do one activity to raise funds:

e.g. Council could investigate kitchen/food fundraising and regulations Faith Formation could do a movie night Ministry could do angel pins

From Rollie (who is away): The church in Maine has a major fund-raising event every year by running a week-long restaurant at the Cumberland County fair. They make way over \$10,000. There may be opportunities at the

Summit County Fair or at the Firestone Golf Tournament, the Akron Rubber Ducks or Cleveland Indians. We ran a concession stand at a game in Cleveland (don't recall if it was baseball or football). I worked there. The stadium people provide all the food and we just provide workers.

Comments from participants: 1. How will we get the people to run these functions? Time = money for most people – so are we still picking each other's pockets? 2. Whatever we do we have to ADVERTISE to get people from outside the congregation

Bethany UCC Council Meeting: Wednesday March 13, 2019

Present: Jan Charton, Pastor Kim Cran, Sue Gaskill, Andy McVan, Laura Rorrer, John Seymour, John Wachovec

Not Present: Harry Cool, Bob Pletzer

Work Session: Monday April 1, 2019 at 6:00 PM

Next Meeting: Wednesday April 10, 2019 at 7:00 PM

Discussion:

- 1. John W called the meeting to order at 7:06 PM. Pastor Kim then shared our opening prayer.
- January and February Council Meeting Minutes: Andy motioned for approval. Sue seconded. Passed.
 Pastor's Report:
- Installation: This will be scheduled once the Association processes the necessary transfer paperwork.
- Health Updates: Without permission from the person who may be ill, our Church Office is not authorized to respond to inquiries about the persons' condition. Our Office must respect their privacy.
- WKSU holds workshops on news sources several times a year through their Media Literacy Program. There may be an opportunity for Bethany to sponsor a workshop sometime after June 1st. This would be a good opportunity for community outreach. Council agreed this should be pursued.
- Vacation & Study Time: Pastor plans to take two weeks for vacation in May and two in the summer. Her two weeks study time will be used in two segments in the autumn. These are naturally subject to change as the year evolves.
- 4. Finance Committee:
 - OCWM: Dr Powers believed strongly in OCWM. As such Finance suggested it would be appropriate if the \$3,859 D L Powers Scholarship Fund money be shared with OCWM. With additional money from the General Fund Bethany could donate \$4000 to OCWM at this time. Should our Financial situation improve, we may consider an additional donation later in the year. Council found this acceptable. John W will contact the Mission Committee Chairperson about our discussion.
 - Gift Cards: Cards will be primarily for local merchants such as Acme, Giant Eagle, Home Depot, Lowes and Amazon. Finance plans to transfer funds from Capital Funds to the Gift Card Program to ensure cards are available for members to buy for use on their Spring purchases.
 - Deficit: Andy shared we are not gaining on our deficit. At the current levels we could fall behind by \$50,000 by end of year.
 - Payments to Bethany: Electronic and bank card options are being considered.

5. Building Use:

- Skill Training: Group would use gym two evenings per week. We agreed the initial fee will be \$50/week. They will not be required to carry separate insurance.
- Fee Schedule: Council members will contact similar area facilities to determine competitive rates. We will then come together April 1st at 6:00 PM to finalize our building rental fees.

6. Property Committee:

Josh Shaffer is on the Boy Scout Eagle Trail. The Eagle Project remains to be accomplished. He proposed a Faith Garden along the outside south sanctuary wall to Property Committee. This would include benches,

fountain, flora at no direct cost to Bethany as he is responsible for raising the funds. Property approved his proposal which was circulated around Council. John S requested Council's blessing. It passed unanimously.

7. Executive Session: Church Council then entered Executive Session to discuss church staff related items.

8. John W adjourned the meeting at 9:54 PM.

Respectfully Submitted, John Seymour, Council Secretary Approved: April 10, 2019

- 4/11 6:00p Lenten/ Soup Service 7:30p Chancel Choir Practice
- 4/12 6:00p Buckeyes
- 4/13



Sunday ~ Apríl 14, 2019

Nursery Available: 10:15a - 11:30a up to 2 yrs.

No Adult FF Class 9:30a Children's Faith Formation **10:30a Worship/ Palm Procession** 11:30a Fellowship Hour 1:00p YF - Hike

4/15	5:30p	Girl Scouts (SH)
	7:00p	Boy Scouts (G)
4/16	10:00a	Newsletter Deadline
	11:00a	Staff Meeting
	8:00a	AA Meeting (L)
4/17	7:00p	Bethany Band
4/18	6:00p	Maundy Thursday Service (SH)/
	_	Communion, Lite Meal will end in
		The Sanctuary (childcare available)
4/19		OFFICE CLOSED
	7:00p	Good Friday Worship Service
	-	(childcare available)
4/20	11:30a	Bethany Kitchen
	3:00p	(SH) Rsrvd.
	-	



Easter Sunday ~ Apríl 21, 2019

Nursery Available: 10:15a - 11:30 up to 2 yrs. New Members Received

No Adult Class and No Children's Faith Formation

- 6:30a Sunrise Service
- 9:15a Easter Brunch / YF <u>Children will join their family at brunch</u>

10:30a Worship

11:30a Easter Egg Hunt/ YF

Names of Sunday Volunteers are published AHEAD OF THE SCHEDULED Sunday as a kindly reminder and early thank you!

- If you are <u>unable</u> to volunteer the day you are
 - scheduled, please <u>remember</u> to...
 - ... Find someone to take your place ... and then
 - ... Call the church office so we may make the necessary changes on our schedules

Volunteers for April 14th

Fellowship Hour: K. Keenan, H. Cool, J.&S. Mancinelli Custodian: Sarah Greeters: M.&J. Boling / N. Dernbach Lay Reader: M. Peyak Music: Chancel Choir Nursery: K. Shaffer Sound: C. Stadelman Ushers: J. Mancinelli, S. Ward, J. Schoenheit, L. Sheppard, J. Grazulis



<u>Volunteers – Maundy Thursday – April 18th</u> Ushers: J. Seymour, K. Booth, B. Wachovec

Volunteers – Good Friday – April 19th

Ushers: C. Hofmann, S. Gaskill, M. McDougal



Volunteers for April 21st

Custodians: C. Stadelman

Please remember Bethany members who are unable to worship with us Sunday mornings,

Greeters: J. Charton / L. Sheppard

Ushers: J. Seymour, K. Fratz, S. Ward, B. Pletzer, J. Grazulis

Lay Reader: J. Roach Music: Chancel Choir Nursery: A. Thompson Sound: J. Mancinelli

Also, please pray for ...



- March 17 Bob, John, Shelley, Josh, Carolyn, Brad, Judy, Donna, Frank, Joel, Brad
 March 24 Durk Eckenrode, Sandy, Bill, Bob, Leah, Carolyn, John, Carolyn, Mona, Tracy Tom & Family, Bob, John, John, Cheri, Joshua, George, Family Promise Families, Wayne, Adam, Pat, Kim, Betty
 March 31 Dave, Kenny and Family, Victims of cyclones in Africa, Dyan, Ted, Tami, Susan, Candi, Cathy,
- April 7 Cassy, Joanne, Lisa, Stephanie, Carolyn
 April 7 Chuck, Carl, Lois, Kathy, Kevan, Karen, Barb, Ted, Carolyn, Susan, Marie, Karen, Norma, Manuel, Clement, Kara, Dannie, Cindy, Skyler, John, Mike, Tom, Collin, Barbara, Linda, Carol, Jim

Assisted Living/Homebound: Betty Caiola @ Briarwood, Joan Porter @ Western Reserve Masonic Community in Medina, Doris Welch, Dick Holle @ Mulberry Gardens Memory Care, Marilyn Rowe and Phoebe Gero @ home

- Carolyn Shroyer, Summa Rehab (4/12)
- Sue Mancinelli, Summa Rehab

Scripture ~ Sunday ~ April 14TH Luke 19:28-44

28 After he had said this, he went on ahead, going up to Jerusalem.

29 When he had come near Bethphage and Bethany, at the place called the Mount of Olives, he sent two of the disciples,

30 saying, "Go into the village ahead of you, and as you enter it you will find tied there a colt that has never been ridden. Untie it and bring it here.

31 If anyone asks you, "Why are you untying it?' just say this, "The Lord needs it.' "

32 So those who were sent departed and found it as he had told them.

33 As they were untying the colt, its owners asked them, "Why are you untying the colt?"

34 They said, "The Lord needs it."

35 Then they brought it to Jesus; and after throwing their cloaks on the colt, they set Jesus on it.

36 As he rode along, people kept spreading their cloaks on the road.

37 As he was now approaching the path down from the Mount of Olives, the whole multitude of the disciples began to praise God joyfully with a loud voice for all the deeds of power that they had seen,

38 saying, "Blessed is the king who comes in the name of the Lord! Peace in heaven, and glory in the highest heaven!"

39 Some of the Pharisees in the crowd said to him, "Teacher, order your disciples to stop."

40 He answered, "I tell you, if these were silent, the stones would shout out."

41 As he came near and saw the city, he wept over it,

42 saying, "If you, even you, had only recognized on this day the things that make for peace! But now they are hidden from your eyes.

43 Indeed, the days will come upon you, when your enemies will set up ramparts around you and surround you, and hem you in on every side.

44 They will crush you to the ground, you and your children within you, and they will not leave within you one stone upon another; because you did not recognize the time of your visitation from God."



25th Anniversary Bethany United Church of Christ **Treasures Sale**



When: Saturday, April 27, 2019 from 9 a.m. – 2 p.m.

Why: Benefits Bethany Missions and Bethany's100th Anniversary Celebration

The Mission Committee is always asking the congregation to support fund raisers and special offerings. This time we need your help so we can raise money from the community.

How: These are ways we could use your help:

- 1. Do some spring cleaning and discover some of your treasures to donate to the sale (no clothing or large old TV's please) Ideas include items for the accessories table (purses, jewelry, scarves)
- 2. Bring your donations to the church beginning Monday, April 22 to the social hall (Carolyn B. Hofmann's garage is available if you absolutely cannot hold onto items until April 27)

3. We are asking ALL DONATIONS be at the church by Wednesday evening April 24.

- 4. Offer to help pick up donations at member's homes who are not able to bring in the items themselves
- 5. We will have a **bake sale** and need to have **donations** of baked goods
- 6. We need help with setting up the sale during the week beginning on Monday, April 22 and continuing through Friday. This involves displaying the donated items on the tables and pricing the items.
- 7. We need help at the sale on April 27
 - a. Cashier
 - b. carry sold items to the cars



- c. be on the sales floor to help and negotiate sales ☺
- 8. We need help with clean up <u>after the sale</u> on April 27 from 2 4 p.m.

In order for this event to be successful we will need many volunteers to help this week.

Please contact Kim Shaffer at 330-388-4435 to volunteer, if you have questions or need a pickup of large items. Thanks.

Earth Day is April 22nd

To celebrate, • River Valley is giving Bethany an extra \$5 / ton during

Bonus Week'' April 15th - 19th

* If your regular pickup is scheduled for the Week after the bonus, your bonus will be applied to that pickup,

River Valley Paper Company

Earth Day is celebrated every April 22, but some events take place on the weekends before or after the 22nd.

It was created in the United States to increase public awareness of environmental problems and is now celebrated around the world.

Earth Day is credited with starting the environmental movement in the United States.

The theme for Earth Day 2019 is "Protect Our Species.

Why We Need to Protect Bees

- Plants need bees to pollinate, making bees indispensable pollinators of most ecosystems. There are 369,000 flowering plant species, and 90% of them are dependent on insect pollination. A honeybee can usually visit 50-1000 flowers in one trip; if bee takes ten trips a day, a colony with 25,000 forager bees can pollinate 250 million flowers in a day.
- Bees are a keystone species, with other species dependent on them to survive. Many species of animals depend on bees for their survival because their food sources, including nuts, berries, seeds, and fruits, rely on insect pollination.

- Pollination not only makes food available for other organisms but also allows floral growth, which provides habitats for animals, including other insects and birds.
- As pollinators disappear, the effect on the health and viability of crops and native plant communities can be disastrous. We simply cannot survive without bees.
- Pollinators contribute billions to the world economy. The global crop production pollinated by bees is valued at \$577 billion. Pollinators contribute \$24 billion to the U.S. agriculture industry, making up a third of the food consumed by Americans