County Activities of Excellence
2012 Winners

Project: Downtown Zoo and Park Adventures in Agriculture

Program Area: Education and Ag Promotion

County Farm Bureau, State: Ada County Farm Bureau, Idaho

Membership Category: 5,001-12,000 members

Program Description: In order to spread the good news about agriculture to a more urban community, the Ada County Farm Bureau hosted an agriculture adventure day at their downtown zoo. Whether searching for the golden apple, feeding the sheep or playing one of many games from “My American Farm”, the project has provided a high profile venue for the non-farm public to become more agriculturally literate. Visitors of all ages are introduced to the efforts of the community’s founders and their mission to provide fresh fruits and vegetables to a growing population. The partnership between Farm Bureau and the zoo has provided an opportunity for 200,000-300,000 people to become more connected and aware of the agriculture that surrounds them.

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