Ag Day @ The Fair

**Program Area:** Education and Ag Promotion (EAP)

**County Farm Bureau:** Nelson County Farm Bureau

**State:** KY

**Membership Category:** 5,001+

**Year:** 2014

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**Program Description:**
The history of the county fair was an event that showcased farming tools and techniques for everyone in the county. Members of the Nelson County Farm Bureau in Kentucky became concerned as they noticed their county fair had strayed away from its original mission to promote agriculture in the community. With that in mind, the county Farm Bureau board of directors took it upon themselves to find a way to interject farming back into this historic community supported event. As a result, Agriculture Day at the fair was established.

Volunteers worked to secure sponsorships from area businesses to develop exhibits that would display modern and antique farm equipment and information about modern crop and livestock farming. Ag Day was strategically placed on the Saturday of the fair as it was identified as the day with the heaviest fair attendance and traffic. Farmers from across the county also helped by contributing equipment and livestock to add to the displays. Attendees who walked through the Ag Day displays were given an optional questionnaire to fill out in regard to the exhibit. As an incentive for filling out and submitting the questionnaire, attendees were entered into a drawing to win one of many gift cards that could be redeemed at area businesses.