County Activities of Excellence
2015 Winners

Project: ATV Conservation and Farm Tour

Program Area: Public Relations & Information

County Farm Bureau, State: Muskingum, OH

Membership Category: 1001-3000 members

Program Description:
We organized an event to connect our community members with our farmers. We had 310 people on 135 ATVs travel over 40 miles through eight unique agriculture operations. Our consumers were able to see firsthand how these farms operated and had thirty minutes at each stop to listen to the owners and ask questions. To have an entire day of 310 people's attention that was dedicated to learning about agriculture practices and making a connection with local farmers definitely accomplishes our goal. The landowners were proud to showcase all of the hard work that they have put into their establishments. It also helped reiterate the importance of our organizations such as Farm Bureau, SWCD, and NRCS and how they are necessary as resources for these farmers and landowners. By having the elected officials see all of this as well, we hope that they will continue to support all of our organizations. The questions and conversations that happened at some of the stops were inspiring because you could tell that some of the participants were very interested in learning more. Many who have not grown up with a rural background were very impressed with everything that goes into producing the food and fiber that we take for granted having accessible at any place and time. It was a fun and educational day for everyone and has received a lot of great compliments!