County Activities of Excellence
2012 Winners

**Project:** Reap What You Know

**Program Area:** Education and Ag Promotion

**County Farm Bureau, State:** Clinton County Farm Bureau, Indiana

**Membership Category:** 1,001-3,000 members

**Program Description:** Funnel cakes and Ferris wheels are iconic staples of a county fair, but the Clinton County Farm Bureau has taken the old-fashioned fair to a whole new level. In an effort to increase fairgoer interaction at the county Farm Bureau booth and to increase engagement with young people, the county designed an agriculture trivia game played on a Nintendo Wii. The game attracted diverse groups of fairgoers to talk with Farm Bureau members and learn more about the services the county Farm Bureau was offering to the community. This game allowed Farm Bureau to interact with both adults and kids about agriculture and Farm Bureau in a fun and interactive way.

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