County Activities of Excellence
2012 Winners

Project: Food and Family Farmer Exhibit

Program Area: Education and Ag Promotion

County Farm Bureau, State: McLean County Farm Bureau, Illinois

Membership Category: 5,001-12,000 members

Program Description: The Mclean County Farm Bureau understands the importance of farmers needing to share their personal farm stories. The primary objective of the Food and Family Farmers Exhibit was to provide accurate information about modern farming and provide a positive and memorable experience for visitors of all ages. Additional goals for the exhibit included: 1) Promote farmers as conscientious professionals who care for the land, water and animals; 2) Increase understanding of modern tools, technology and practices farmers use to grow crops and raise livestock; and 3) Demonstrate the size, scope and significance of agriculture in our county, while focusing in areas of natural resources & environment, livestock production, crop production, and consumer confidence. The exhibit helped neighbors put faces with their local farming community. Organizers estimated more than 25,000 attendees have visited the exhibit over the past three years. Several pieces of the exhibit have travelled to other county fairs and have been borrowed by state-wide farming groups for various events. The McClean County Farm Bureau is now developing a mobile ag education exhibit that will be easy to transport and use at venues throughout the year.

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