**Touch-a-Truck**

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

**County Farm Bureau:** Wyandotte County Farm Bureau

**State:** KS

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

**Year:** 2013

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**Program Description:** Wyandotte County Farm Bureau teamed up with another neighboring Farm Bureau and hosted a "Touch-a-Truck" event at the National Agricultural Center and Hall of Fame in June 2012. Over 1,000 people from the nearest metropolitan area and surrounding counties attended. This fun and inexpensive event encouraged families with school-aged children to explore all types and sizes of farm equipment, as well as learn about farming and agriculture with hands-on demonstrations and activities including a baby farm animal petting zoo; cow milking demonstrations; pioneer schoolhouse and farm chores reenactment; and combine cab harvest simulator.

Wyandotte County Farm Bureau contacted approximately 260 businesses to participate in the event. It was able to gather sponsors and/or exhibitors; concessionaires; music and entertainment; photographers; donations of money and needed items (bottled water, golf carts, Gators); and remote radio and TV broadcasting. It asked local 4-H clubs and a high school National Honor Society to help with the pedal tractor pull contest, combine cab harvest simulator and farming exhibits. Several Farm Bureau board members and family and friends of the staff helped with parking, set up and clean up and assisted the exhibitors.

To advertise the event flyers were given to children in a dozen surrounding school districts and daycare facilities at the end of the school year; information was also submitted to the metro area online event calendars, television and radio stations; flyers were put up in businesses and public areas; and roadside banners were placed in four strategic locations.