County Activities of Excellence
2015 Winners

Project: Spudventure

Program Area: Education & Ag Promotion

County Farm Bureau, State: Wyoming, NY

Membership Category: 0-1000 members

Program Description: Spudventure is an educational booth that follows the life of a potato from seed to potato chip. We collaborated with our local growers, FFA, and state grower association to provide a mixed media educational adventure of how a potato seed becomes America’s favorite snack. Through the use of four stations, we shared potato stages of growth, harvest, storage, and processing at the commercial level. At the end of Spudventure, visitors were treated to locally-grown, fresh cut and fried potato chips. The booth was awarded 1st Runner Up in the category for Best Agricultural Education Display at the event. More importantly, though our county Farm Bureau, we created lasting, positive impressions of the potato industry on consumers whom also happen to be our neighbors. By tapping into existing resources, we were able to spread the word of Farm Bureau and create new connections to industry that haven't previously been cultivated. On the day of the event, Spudventure successfully welcomed upwards of 3,600 people who gained a greater understanding of the potato from seed to chip. Those in attendance also received the most prized treat of the day... locally-grown, fresh cut and fried potato chips which were donated and made by a local grower on-site.

No pictures available