**County Activities of Excellence**

2015 Winners

**Project:** Little Britches Kiddie Showmanship

**Program Area:** Education and Ag Promotion

**County Farm Bureau, State:** Marathon, WI

**Membership Category:** 1001-3000 members

**Program Description:** Our County Farm Bureau sponsored the Little Britches Kiddie Dairy Showmanship event at two local fairs. Children, aged five to eight, had the opportunity to show a calf—regardless of whether they lived on a dairy farm. A combined total of ninety children participated in each fair’s Little Britches Kiddie Showmanship event. Participants experienced how to show, handle and prepare a calf for the ring, all while learning about the importance of production agriculture. Participants and their parents learned about animal care and dairy animal husbandry practices. Not only has the Little Britches Event begun to see repeat participants, many children now attend both fairs to be able to participate in both Little Britches Kiddie Showmanship Events. Little Britches committee members have begun directing participants to 4-H clubs to begin enrolling to show dairy cattle at the fair as a 4-H member. An unexpected result of this program has been the incredible partnership and support of our County Farm Bureau from local media, covered both of the events at their respective fairs, and advertised the event on their website and Facebook pages. The television coverage truly allowed us to reach more urban parents and help educate the general public about common fair showing practices and about the impact that county Dairy Producers and Agriculture has on our communities—both the rural and the urban.