Agricultural Fair

Program Area: Education and Ag Promotion (EAP)
County Farm Bureau: Lee County Farmers Association
State: AL
Membership Category: 5,001+
Year: 2014

Program Description:
Branding your county organization can sometimes seem like a challenging task. The members of the Lee County Farmers Federation in Alabama wanted their local community to know that they provide benefits to members above and beyond insurance services which they had been known for. The organization's leadership decided to host an Agricultural Fair designed to promote a positive image of their organization in the community, create awareness of member benefits including soil testing, business discounts, college scholarship programs, market farm produce and create an informative and welcoming environment for families.

A group of thirty-four volunteers made up of county Farmers Federation members and community leaders worked to develop the Agricultural Fair. The committee did everything from the development of the event's budget, invite vendors and saw to it that the Fair was properly insured with the right kind of liability coverage. Everyone had a job to do the day of the Agricultural Fair. 4-H and FFA members were in charge of managing and setting up livestock exhibits. Other Federation members worked in the kitchen cooking Boston Butts, youth helped serve up lunch and others worked guest services by distributing bottles of water and helping attendees load up fresh produce in their cars with the use ATVs. In addition, informative exhibits were placed throughout the site including the county's Farm-City program and Women's Farmers Committee. The county's Young Farmers Committee hosted a pedal-tractor race for children in addition to the more than thirty-five exhibits that were on display.

The Agricultural Fair was a huge success. While the county was able
to effectively market insurance and membership; the main focus of the day was to create a positive experience between the local farming community and the general public. The planning committee established goals to prepare for approximately 1,500 attendees. Much to their surprise, on the day of the event, attendance sky rocketed and their expectations almost tripled. Nearly 4,000 attendees came to experience the Agricultural Fair.

Photo 1:

Photo 2: