County Activities of Excellence
2012 Winners

Project: Mobile Exhibit Trailer

Program Area: Education and Ag Promotion

County Farm Bureau, State: Branch County Farm Bureau, Michigan

Membership Category: 1,001-3,000 members

Program Description: The Branch County Farm Bureau wanted to do something that would leave a lasting impression in the realm of agricultural education, while reaching out to as many people as possible. They purchased and designed a mobile trailer to engage and inform both farm and non-farm community members about the many issues facing agriculture today. This mobile exhibit travels to community events and local school districts, and has even stretched outside of this local community into neighboring counties. The exhibit promotes farm safety, agricultural career awareness, and information about how food moves from the farm to the grocery store. With this exhibit, this county Farm Bureau is promoting the best of both worlds—education about agriculture and awareness about Farm Bureau.

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