Animal Agriculture Educational Kiosks

Program Area: Education and Ag Promotion (EAP)
County Farm Bureau: Wayne County Farm Bureau
State: OH
Membership Category: 1,001-3,000
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Program Description: This Ohio county Farm Bureau arranged to have educational kiosks set up at the county fair. "Because we care; from our family farm to your family table" became the mission statement and message board for videos featured at the kiosks. Members recruited local farm families to share their personal family history and philosophy. The farms were toured to decide the best locations, farm family members typically involved in each necessary chore and the best shots to include their personal story as it related to their mission statement. The footage was edited and approved by each farm family before the final airing.

Each kiosk was strategically placed. The first kiosk was located at the milking parlor of the dairy barn which is right by the main gate of the fairgrounds where nearly 90 percent of the fairgoers enter each day. That particular kiosk then advised participants of the placement of the other kiosks. The media approach members chose to utilize combined the expertise of trained speakers with the technology most familiar to the public and delivered a positive message about animal agriculture.

The results of this project were overwhelming. The fair board estimated that one or more of the kiosks were viewed by over 109,000 fair attendees, and the county Farm Bureau received seven requests for membership enrollment forms. In addition, 1,186 comment forms were completed, which resulted in a high number of membership prospects and contact information.