AGstravaganza

Program Area: Education and Ag Promotion (EAP)
County Farm Bureau: LaRue County Farm Bureau
State: KY
Membership Category: 1,001-3,000
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Program Description: What happens when you combine a farm tour, a county Farm Bureau annual meeting and a country concert? That trio of events creates the LaRue County Farm Bureau AGstravaganza. In an effort to reinvent the same old county Farm Bureau annual meeting, members spent 18-months working on putting the plans together that would engage many more people than what usually participated in the county's traditional annual meeting.

Enlisting the help of five farm families, the local FFA chapter and the fire department; the county put together a very interactive community event. The AGstravaganza started with a self-guided farm tour throughout the county. Between Noon and 4:00 p.m., families could visit one of the many farms and local businesses on the tour route. If participants visited any one of the tour stops they were rewarded with free admission and meal tickets for the concert that was held later that evening. The local FFA Chapter volunteered by not only designing the marketing strategy for the event, but also helped the day of the event as they lead farm tours, distributed tickets and helped with parking. 4-H members were also involved in setting up a farm animal petting zoo for attendees to learn more about livestock and proper animal care.

The meal and country concert made for the final stop on the AGstravaganza tour. 495 meals were served to not only Farm Bureau members, but also to non-members in the community who participated in AGstravaganza.