

Bannock County – Library Grant

The Bannock County Farm Bureau invites library's in Bannock County to apply for books for their library. We would like to get our youth and adults familiar with agriculture such as:

- Where does your food come from, how does it get from to the store to the table?
- How does our food grow, where do our clothes come from, how do animals play a part?
- What equipment is used for agriculture, what skills do you need to have?

Library criteria checklist is as follows:

- A section in your library named agriculture
- Place accurate ag books there (we would purchase for you)
- Our logo on each book (we would purchase the books and put the logo on each book)
- We approve each ag book going into the ag section
- We would provide books that are made for the Library (hard copies)
- We will provide an agriculture display for the top of your shelf if you want one
- We ask for a report in one year to see how they did in your library

Please submit a written request and why you would like ag books to be a part of your school or Library and a request of how many books you would like. We usually start out with about 40 books and each year if you keep your ag section, we will continue to donate at least 2-6 books a year.

Please send your request to :

Bannock County Farm Bureau
Attn: Stacy Burmester
200 W. Alameda Rd.
Pocatello Idaho 83201

Or you can email Stacy Burmester wbranch@msn.com phone 208 681-4799

Bannock County – Library Grant Continued

We call all our local schools or Dentists and Doctors' offices and see if we can bring in books

We use only accurate ag books, most of the ones we order we get on amazon prime where you can get free shipping. Every year a new book comes out from the foundation and we update our schools with the new books to add to their collection. We try to start each school with 40 books if they have a section just for agriculture . The librarians say they can't keep the books in they are so popular. I also include a list, please always add to the list anytime you get new books, so you know what schools have what books.



Bannock County – Mini Ag Grants

Bannock County Farm Bureau supports education and the integration of agriculture into the classroom. Teachers in Bannock County are encouraged to apply for an agricultural classroom mini grant to assist them with projects and educational materials related to agriculture. Teachers of home-schooled students are also eligible to apply.

Bannock County Farm Bureau will award at least five (5) mini grants up to the amount of \$500.00.

Criteria for the application:

- The mini-grant request must be type written.
- Set up of the application must be one (1) inch margins, all sides, double spaced and times new roman font, size 12.
- Include a title page with the applicant's name and phone number, the school name, school district and grade level for the project. Include the mailing address of the school.
- Identify the project by narrative that explains what you propose and how it is related to agriculture education.
- Give the total estimated cost of the project and the amount you are requesting from Bannock County Farm Bureau.
- Show the date the project will start and end.
- Include an itemized list of the materials or other expenses necessary for the project.
- If the project total is more than \$500.00, explain where the additional funds will come from.
- Submit a closing report for the project within 30 days after project completion with documentation of the expenses.
- Include your signature and date on the application as well as the signature and date of the principal for the school.
- Mail or hand deliver mini-grant request to:

Bannock County Farm Bureau
Attention: Sherril Tillotson or Nancy Casperson
200 W Alameda Rd.
Pocatello, Idaho 83201

Deadline is March 13, 2020 by 5 pm. at the Bannock Farm Bureau Office.

- Funds will be available by (date chosen for deadline)

If you have any questions, please call Sherril at 208-251-8267 or Nancy at 208-339-5428.

Jefferson County – 3rd Grade AG Days

This event is where the Farm Bureau and the local FFA joined forces and put on an AG day for the 3rd graders in all the schools in our county. We had all the third graders in the county shipped to the fairgrounds, where we have the kids go through 10 different stations relating to ag. These stations are manned by the students and FB volunteers. Stations we had were fertilizer, GMOs, MAC trailer plans (water, dairy, wheat) farm safety, large animals, small animals, ag technology.

Step by step:

1 Build a relationship with FFA:

- Donation
- Mac Trailer Involvement
- High school discussion meet

2. Work together to build Ag day event:

- Location
- What to teach at stations?
- Who is teaching?
- Use FB Regional Managers

3. Get administration on board:

- School board
- Principal
- Teacher
 - We had the FFA reach out to these people so we could keep it a field trip so the school would have the liability
- Transportation of students
 - County FB board donation for transportation

4. Invite People

- School board, County Commissioners, newspaper, Farm Bureau staff etc.



Jerome County – Photo Contest

Promote Agriculture by sponsoring a photo contest:

- Pick a theme
- Select who will judge the contest (i.e. County board members, P & E committee)
- Set a time frame for entering photos
- Select a date to announce the winners
- Decide what form of media to use for the contest
- Pick prizes
- Advertise and hold the contest
- Announce winners and award prizes



Fremont County - AG Career Panel

Contact - Britney Stegelmeier 208-351-4973

Audience - middle & high school kids

Goal - Educate students as to possible careers in agriculture and the pathways available to achieve desired degrees. In addition to promote participation in Farm Bureau scholarships.

Time frame - 1 -2 hrs.

Overview:

Select professionals from various agriculture careers that will positively promote agriculture. Prepare them to present their profession in an upbeat, informative manor. They will share the necessary education and certification expected of their career, as well as the pros and cons, and impact their career has in the world. They are prepped with a selection of questions that the panel will answer in front of the audience. Instruct professionals to provide you with a short introduction to read aloud to the students.

Arrange with the local schools on the location, time, and presentation facilities needed. Specifically ask for certain age groups to attend, not just ag students. Be prepared with a sound and seating prior to your professionals arriving.

Introduce panel using their prepared paragraphs. Moderate the discussion by asking the panel the questions. After the first question has been answered, open the floor for questions to increase participation from the students. When there are no more questions, continue with the prepared question list.

At the end of the questions, inform the students of the available scholarships through Farm Bureau for Agricultural and non-ag students.

Panel Suggestions:

Ag Accountant

Ag Finance officer

Ag Lawyer

Veterinarian

Vet Tech

Ag Tech Mechanic

Ag Mechanic

Certified Pesticide/Fertilizer

Applicator

Nutritional Therapist

Fabrication/Welding

Agronomist

Plant Pathology

Ag Journalist

Dietitian

Agricultural Engineer

Arborist



Kootenai/Shoshone – Chamber Business Fair

Title of event: Chamber Business Fair or any community opportunity to interact with folks you don't normally visit with.

Goal: An opportunity to visit with people so that they can better appreciate “farmers” as providers of their food.

Target audience: Young children High School
 Elementary age children - grade _____ Adults
 Middle school Mixed ages
 Other

Event timing: Less than 1 hr. 4-6 hrs.
 1-2 hrs. 6-8 hrs.
 3-4 hrs. Multiple days

Event location: Farm Convention/meeting room
 School Other

Presentation space: Table
 Booth
 Multiple stations

How will you reach your desired audience?

By joining with other businesses, you share their audiences without having to plan the entire event. In this setting your space needs to be welcoming and interesting enough that people will look and slow down long enough that you can engage with them.

Things you might need, your space:

Typically, you will have about an 8 ft. wide space, with a 6 ft. table and 2 chairs. Space will be about 6 feet deep with a walking aisle in front. Some set-ups provide a wall or curtain behind your space. Usually you will have “neighbors” on all sides and need to be respectful of their space. However, make sure they respect your space as well.

Space set up:

Pick an educational theme for your space such as an ag commodity (i.e. wheat, beef, dairy) If possible, rearrange your space so your table isn't just in line with everyone else's with people sitting behind it – being a little different helps you stand out. Turning your table perpendicular to the walking aisle opens the space up so you can stand and talk to people without the table barrier. If you can, hang a banner sign on the back wall. Put a display on the table. Perhaps have a game or spin-a-wheel for a prize give away.

Things you might need:

Boxes, extra tablecloth - Displays are more attractive if they are not just “flat” – boxes that you brought things in (or even a small suitcase) can be covered with an additional tablecloth and give some “dimension” to your display.

A small rug – start from the floor up to set your space apart from others. Do make sure it doesn't create a trip hazard.

A stool or chair to sit on, a place to sit and rest your feet while you are still at eye-level with visitors.

Handouts and giveaways – people want to pick things up (there is always the question of do they ever read printed materials picked up at events) Pens and trinkets, if affordable, are typical.

A drawing gift – makes people come in to register for a drawing. Need a “gift” which could be a basket of farm products, a small cooler of meats and cheeses, something that fits the theme of your space. Then you need a basket/bowl/box to collect entries. At a business fair folks might come with business cards to put in drawing box and/or have entry forms and pens. If you want to be able to contact your visitors after the event is over be sure you have a way to capture the information you need to do that – name, address, phone, email.

If you are going to require electricity, be sure to take an extension cord and power strip.

Make a “set-up” tote that includes: tape, felt tip makers, some paper (could be note cards), scissors, pliers, light wire, safety pins, straight pins, paper clips, a pen and pencil – then you are ready for about anything.

If you have space to pack it – a “pretty” – a blooming potted plant, a vase of flowers or wheat, something with a “pop” of color and interest.

Tips for set up:

Getting your “stuff” there and set up can be a challenge. Try using a wheeled suitcases as your mode of transportation or boxes on a hand truck. These can hide under the table while not in use. Try a “mock” setup as you are planning, this can help narrow down the items you will actually need to take, help make sure you do take everything you do need and decrease actual setup time and frustrations. Give yourself plenty of time to get everything set up. Then you can take a breath and be ready to greet people. Also use extra pre-event time to visit with other participants, that might be the only time to see the rest of the “show”.

Planning:

- Register for event, pay fee
- Check with event planners on where to park, how to get to space, where your space is, size, what is provided, is there a place to hang a sign, electricity if needed
- Pick a theme and start collecting needed items
- Find at least 2 people to man the space – it is always more fun to share the work
- Order giveaways – event planners should be able to suggest how many people to expect – their numbers will probably be more than the number you will actually use
- Print handouts – see above for “order giveaways”
- Create a drawing basket if needed
- Print entry forms – gets pens/pencils

Cost:

Variable –

- Depends on where you are, what you are doing and your budget.
- Registration fee
- Give aways and or game prizes
- Printed materials (things done at home are cheaper, commercially printed are usually higher quality)
- Item for a drawing (if needed)
- Sign or banner (should be reusable for another event)

Submitted by:

Kootenai/Shoshone Farm Bureau

Implemented: Multiple years

Coeur d’ Alene Chamber Business Fair – typically 500 people

Kootenai Environmental Alliance Earth Day Fair – typically 150-200 people

For more information: Linda Rider riderranch@aol.com

Kootenai/Shoshone – Farm to Table

Title of event: Farm to Table – Agriculture Education Activity Day

Goal: To provide an Ag. Education opportunity to 5th grade students.

Target audience: Young children High School
 Elementary age children - grade ____ Adults
 Mixed ages Middle school
 Other

Event timing: Less than 1 hr. 4-6 hrs.
 1-2 hrs. 6-8 hrs.
 3-4 hrs. Multiple days

Event location: Farm Convention/meeting rooms
 School Other
 Fairgrounds/large open space

Presentation space: Table
 Booth
 Multiple stations

How will you reach your desired audience?

Initially it may require a teacher, recently retired teacher or very engaged parent to “sell” the idea to a decision maker in a school district or individual school as they will know the best person/people to approach. If done yearly with good results it will sell itself after the first year by word of mouth between teachers in schools.

Things you might need, your space:

A fairground provides ample parking for busses and open spaces and covered/enclosed spaces to accommodate various “stations”. A large, well laid out farm site would also work. In light of liability issues a fairground might be a better choice.

Space set up:

- Ample space for school bus drop-off and parking.
- Multiple buildings so that each station has its own space and is in a building or could be under cover on a rainy day or a very hot, sunny day. It is hard to teach and keep students' attention in shared spaces
- Stations close enough that groups can move from station to station in less than 5 minutes
- Seating at stations
- Some stations might need screens, TV's, and projectors
- Animal stations will need pens – way to get animals unloaded and to pens
- A place for lunch – tables and chairs or picnic tables A place to cook and serve lunch or a place for students to pick up the sack lunch that they brought so that they don't have to pack it around with them until lunch time.
- Rest rooms and hand washing stations
- Water stations

What to see:

Suggested stations:

Beef	Sheep	Dairy	Wheat	Soil
Water	Poultry	Pigs	Potatoes	Drones
Apples/fruit	Corn	Bees	Noxious Weeds	Garden crops
Pollinators	Range	Ag chemicals	Lunch	
Goats - Dairy and/or wheat		Equipment - tractors, swather, baler		
Horse drawn wagon rides				

Things you might want to consider:

- Ask farmers to be your presenters – they might hesitate to begin with, but usually will be eager to return after the 1st year – they bring authenticity and can tell the “story” best
- Have a class be a group – teachers have the best knowledge of how to manage the group and can then better use the information post field trip
- Chaperones – leave up to the teacher, they know class needs best
- Have one group/class at a station at a time. This means each group is 20-30 plus teacher and chaperones
- Timing for each station should be 20 or 25 minutes with 5 minutes to move to next station
- Provide each group a schedule of order of stations to attend. For larger events a group will not attend each station. In which case it is possible to have 2 stations of the same subject. Organize “tracks” so that each group experiences an equal variety of subjects. Some subjects are somewhat similar (i.e. sheep and goats or bees and pollinators, beef and dairy) and can be scheduled so that a track may have one but not the other similar subject. For schools with 2 or more classes, scheduling each class for different tracks then perhaps information will later get shared back at school.

IFBF P&E RESOURCES



Step-By-Step County Activities

- Provide lunch – If the focus is “how did that food get on my plate” then a menu of hamburgers with cheese, tomatoes, lettuce, pickles, potato chips, carrots, apple slices and milk, covers many of the station’s subjects. Volunteers can cook hamburgers and a group of volunteers can serve a large group very quickly.
- A group picture – taken as they arrive and if a Costco is near can be printed and a copy ready for each student as they complete the day. A nice ‘take home” and keepsake
- A special t-shirt – A Farm to Table logo on front and sponsors and partners on back. Have them delivered to teachers a week or so before field day and students wear the shirts on the field day. Presenters also get a t-shirt as a thank you. Each year has a different colored shirt printed with a different (color coordinated) colored ink
- Create a class box for each teacher, a bankers box also works well. Any items created at a station (i.e. flour ground from wheat can be ground into sandwich sized Ziplock bag, labeled with student’s name with a felt-tip pen and put in a gallon Ziplock labeled with teacher’s name) that can be taken home is collected at the station, delivered to a collection point, put in a teachers box. Boxes are picked up by the teacher as they leave the grounds – thus items are not left behind, lost, littered on the site. Also, in the boxes is a goodie bag for each student and any other additional class teaching tools for the teacher
- Goodie bags – For the teacher to pass out after they get back to school. Idaho Beef Council or similar organization can supply bags. Possible things for bag, pencils, pens, information from Beef Council, Idaho Dept of Ag, Ag in the Classroom, and commodities such as potatoes, bees, hay, mint, dairy, wheat
- Develop a crate of teaching materials for each school (can be shared between classes) includes multiple AgMags (to be reused at the school), Ag in the Classroom teaching materials, Deliver to new schools several weeks before field day so that some pre-trip ag ed can take place.
- Have a group host for each class – a person who goes along with the group all day, helps them find stations, keeps them on time , can answer questions– A good job for FFA students
- Provide each student a bottle of water as they come and provide water bottle filling stations (big water coolers) on the grounds for refills
- Hold a pre-event dinner/meeting a couple of weeks prior for presenters – a pre thank you and time to answer any questions. A time for presenters to visit about what they will cover which help them coordinate subjects
- At the end of each day hold a brief meeting with presenters to see if there is anything that needs changed

Possible Partners:

Local Fairgrounds

Farm Credit/Banks

Community groups that offer grants

Grocery stores

Local electrical co-op

Idaho Beef Council

Farm implement dealer



Planning:

- A small committee – a person to be in charge or each of the following:
 - Schools -contact and coordination
 - Invite on a specific date
 - Get number of classes, teachers names and contact info, number of students in each class
 - Get t-shirt count needed and sizes
 - Deliver t-shirts (and a new schoolteacher crate)
 - Site/Fairgrounds
 - Coordinate station sites
 - Arrange for livestock pens
 - Arrange seating
 - Tables and other items as needed
 - Kitchen and lunch area
 - Stations
 - Establish number of stations needed
 - Choose subjects
 - Ask presenters – a lead presenter, one per subject, can then coordinate other helpers
 - Develop schedule for each class
 - Coordinate presenter to station site, ask for/match special needs
 - Get presenter t-shirt numbers needed and sizes
 - Make sure each presenter and helpers all have t-shirts as day starts
 - Get names and addresses of each presenter and helpers so that a thank you can be sent
 - Lunch
 - Buy food from restaurant supply (possible area for donation from grocery store)
 - Coordinate volunteers to cook and serve
 - Set up lunch line
 - Obtain bottled water
 - Keep water station jugs filled
- General needs:
 - Set date(s)
 - Pick shirt colors and order, pick up from printers, sort by school/class if needed
 - Get materials for goodie bags
 - Get banker boxes – label for each teacher
 - Stuff goodie bags and place correct number in each teacher box
 - Secure sponsors
 - Create a simple post survey – one for teachers and one for students (could be in teacher box)

IFBF P&E RESOURCES



Step-By-Step County Activities

Cost:

Possible bus costs

Teacher's crate materials – American Farm Bureau Foundation materials

T-shirts and screen printing

Lunch costs and bottles of water

Pictures

Portable restroom and hand washing stations

Printing of thank you's for presenters

Submitted by:

Kootenai/Shoshone Farm Bureau

Implemented: Years 2015 – 2019 third week of May

Number of participants – 2019 was 1200 students – 2 days

2020 was cancelled but was prepared to be 3 days and 1900 students

For more information: Linda Rider riderranch@aol.com



Kootenai/Shoshone – Meet a Farmer Tour

Goal: An opportunity to provide local agricultural information to people who are uninformed but interested. A way to show that a farmer is a businessperson with lots of investment, risk, knowledge and passion.

- Target audience:
- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Young children | <input type="checkbox"/> High School |
| <input type="checkbox"/> Elementary age children - grade _____ | <input type="checkbox"/> Adults |
| <input type="checkbox"/> Middle school | <input type="checkbox"/> Mixed ages |
| <input type="checkbox"/> Other - possibly older children | |
- Event timing
- | | |
|--|--|
| <input type="checkbox"/> less than 1 hr. | <input type="checkbox"/> 4-6 hrs. |
| <input type="checkbox"/> 1-2 hrs. | <input type="checkbox"/> 6-8 hrs. |
| <input type="checkbox"/> 3-4 hrs. | <input type="checkbox"/> Multiple Days |
- Event location
- | | |
|---|--|
| <input type="checkbox"/> Farm | <input type="checkbox"/> Convention/meeting room |
| <input type="checkbox"/> School | <input type="checkbox"/> Other |
| <input type="checkbox"/> Fairgrounds/large open space | |
- Presentation space
- A table
 - Booth
 - Multiple stations

How will you reach your desired audience?

Ideally this audience are folks we would rarely visit with, therefore partnering with another group such as a local chamber provides a built-in group of possible people. Could be a reach-out to community people via print and social media. Inviting local decision-makers is always good.

Things you might need, your space:

Touring at farms works well with a focus at each stop and the farmer talking about their family, their farm and their challenges. The visit should expose guests to our “real” life with care to keep them safe and not overload their senses. They need a positive experience but not too muddy, dusty, smelly, noisy etc. – remember to try to see it through their eyes.

Space set up:

A place to park for cars or unload the bus. An easy, safe walk to see/hear what the stop has to offer

What to see:

Equipment – what crop it is used for, explain how it works, cost to buy it, cost to run it. What other pieces of equipment is needed to complete a crop from soil prep to harvest and/or storage or marketing

Crops – how it grows, how it is harvested, how it is used, maybe samples of final products that guests would recognize

Animals – penned animals so they can be seen up close as well as animals in fields in a typical setting, , explain breeding program, genetics, tools that are used like EPD's, feed - perhaps with samples, how much do they eat and drink, what is the end goal i.e. beef animals need good marbling, ribeye size, grading, importance of good rate of gain

Irrigation systems – importance, how it is used, equipment used, how much water is used, timing, technology

Common things – people like to learn about simple things that we take for granted. Farm dogs, fences, barns and buildings, the farm family – why you farm, off-farm work, participation in community and industry organizations, personal challenges and dreams

Things you might need:

Multiple stop tour:

Timing for each stop – one hour is a comfortable time to keep everyone engaged and interested

Charter bus – if you are doing a tour of several farms then a bus helps keep everyone together and there is an opportunity to lead the conversation while on the bus between stops. Busses are costly, an amount that you would need to consider in your budget and cover with sponsorship money or in a registration fee. Need a good “parking lot” to begin from that is easy to find, get to, and accommodates the bus. Make sure that the roads/driveways are large and tall enough to handle a big bus, preferable on paved roads as busses don't do very well on dusty, dirt roads. Very important to have a place large enough for the bus to turn around and know that not all bus drivers are equally talented

Rest Rooms – You need to consider a “comfort stop” along the way (or a charter bus might have an onboard restroom)

Seating – Depending how long you will be at a stop and how much you will be moving around at each stop; some people might need a place to sit

Water – a cooler of waters and/or beverages is always a nice touch

Bus Host/Hostess – the person who makes sure everyone is on the bus, hurries those who tarry, offers the beverages, has a garbage bag available, maybe leads the bus conversation.

Timing: Drive the tour to determine the best route and timing between each point. Allow time for unloading and loading at each stop – for a bus with 40-50 people this could take 15 minutes each off and on. There always is some who want to visit and not move very fast

A portable PA system – A reach out to your Extension Office, including them in this event, might also include that they have a PA system than you can use

One stop tour:

More than one hour - Need multiple things to look at and talk about, hands-on experience, to make up enough time to warrant people coming. Two to three hours plus a lunch makes a nice morning activity.

Plenty of parking and easy access to first gathering point.

Rest rooms

PA system

Refreshments and/ or combine tour with a meal

Meal needs:

Caterer – place to park close to serving area

Seating - Tables and chairs

Garbage cans

Using the MAC trailer – with some creativity even adults can learn good things from the items in the trailer, enjoy making butter and grinding wheat, hearing the World is an Apple story

Tips for set up:

- Be real, be honest, be respectful of ideas different from yours, be prepared to give knowledgeable information and answers
- Keep guests comfortable and safe – try to take a fresh look for trip or slip hazards, low hanging things, dangers around equipment or animals
- If there are areas that guest shouldn't go into, then explain this as they arrive at the farm or barrier off

Planning:

- The Start: 1. Someone with an idea 2. Begin by organizing a planning group. 3. Possible partnership with a local civic group like a chamber – this can provide an ideal possible audience 4. Partnership people should also be on planning group
- Set a Date
- Develop a plan on where, possible farms to visit, length of tour, subjects to suggest to farmers
- Who will ask farmers

IFBF P&E RESOURCES



Step-By-Step County Activities

- Possible budget – identify possible expenses and possible sources of income (sponsors, registration fees)
- Marketing – who will do it, printed materials – how will they get distributed, social media – who will develop, send out, personal invites: printed goods, who will deliver
- Who will gather registrations, manage money, pay bills
- Hire a charter bus (if needed)
- Arrange for a caterer (if needed)

Who will be in charge of getting, setting up, taking down, returning tables and chairs (or could be plywood/boards on sawhorses and hay bales – however make sure the “tables” are clean and inviting)

- Who will get rid of garbage?
- Organize cooler and refreshments
- Drive the tour for timing (for multiple stops)
- A day or two before – visit each site to make sure it is ready
- An afternoon tour might include a dinner (see “how to” on this)

Cost:

Charter bus (if used) this is a fixed cost, the same if you 5 people or 50

Marketing materials

Caterer (if used)

Tables and chairs (if needed) or other seating

Refreshments

Submitted by:

Kootenai/Shoshone Farm Bureau

Implemented: Years 2019 and 2020 mid-September

Number of participants – 2019 = 25 people - 3 stop tour plus dinner (50 for dinner)

2020 = 35 people - 1 stop tour plus lunch

For more information: Linda Rider riderranch@aol.com



Kootenai/Shoshone – Meet a Farmer Dinner

Title of event: Meet a Farmer Dinner

Goal: An opportunity to provide local agricultural information to people who are uninformed but interested. A way to help explain that a farmer is a businessperson with lots of investment, risk, knowledge and passion but most importantly an essential person in our society.

- Target audience:
- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Young children | <input type="checkbox"/> High School |
| <input type="checkbox"/> Elementary age children - grade ____ | <input type="checkbox"/> Adults |
| <input type="checkbox"/> Middle school | <input type="checkbox"/> Mixed ages |
| <input type="checkbox"/> Other - possibly older children | |
- Event timing
- | | |
|--|--|
| <input type="checkbox"/> less than 1 hr. | <input type="checkbox"/> 4-6 hrs. |
| <input type="checkbox"/> 1-2 hrs. | <input type="checkbox"/> 6-8 hrs. |
| <input type="checkbox"/> 3-4 hrs. | <input type="checkbox"/> Multiple days |
- Event location
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|---|--|
| <input type="checkbox"/> Farm | <input type="checkbox"/> Convention/meeting room |
| <input type="checkbox"/> School | <input type="checkbox"/> Other |
| <input type="checkbox"/> Fairgrounds/large open space | |
- Presentation space
- A table
 - Booth
 - Multiple stations

How will you reach your desired audience?

Ideally this audience are folks we would rarely visit with, therefore partnering with another group such as a local chamber provides a built-in group of possible people. Could be a reach-out to community people via print and social media. Inviting local decision-makers is always good.

Things you might need

Your space:

Touring at farms works well with a focus at each stop and the farmer talking about their family, their farm and their challenges. The visit should expose guests to our “real” life with care to keep them safe and not overload their senses. They need a positive experience but not too muddy, dusty, smelly, noisy etc. – remember to try to see it through their eyes.

Space set up:

A place to park for cars or unload the bus. An easy, safe walk to see/hear what the stop has to offer.

What to see:

Equipment – what crop it is used for, explain how it works, cost to buy it, cost to run it. What other pieces of equipment is needed to complete a crop from soil prep to harvest and/or storage or marketing

Crops – how it grows, how it is harvested, how it is used, maybe samples of final products that guests would recognize,

Animals – penned animals so they can be seen up close as well as animals in fields in a typical setting, , explain breeding program, genetics, tools that are used like EPD's, feed - perhaps with samples, how much do they eat and drink, what is the end goal ie beef animals need good marbling, ribeye size, grading, importance of good rate of gain

Animals – penned animals so they can be seen up close as well as animals in fields in a typical setting, , explain breeding program, genetics, tools that are used like EPD's, feed - perhaps with samples, how much do they eat and drink, what is the end goal ie beef animals need good marbling, ribeye size, grading, importance of good rate of gain

Irrigation systems – importance, how it is used, equipment used, how much water is used, timing, technology

Common things – people like to learn about simple things that we take for granted. Farm dogs, fences, barns and buildings, the farm family – why you farm, off-farm work, participation in community and industry organizations, personal challenges and dreams

Things you might need:

Multiple stop tour:

Timing for each stop – one hour is a comfortable time to keep everyone engaged and interested.

Charter bus – if you are doing a tour of several farms then a bus helps keep everyone together and there is an opportunity to lead the conversation while on the bus between stops. Busses are costly, an amount that you would need to consider in your budget and cover with sponsorship money or in a registration fee. Need a good “parking lot” to begin from that is easy to find, get to, and accommodates the bus. Make sure that the roads/driveways are large and tall enough to handle a big bus, preferable on paved roads as busses don't do very well on dusty, dirt roads. Very important to have a place large enough for the bus to turn around and know that not all bus drivers are equally talented.

Rest Rooms – You need to consider a “comfort stop” along the way (or a charter bus might have an onboard restroom).

Step-By-Step County Activities

Seating – Depending how long you will be at a stop and how much you will be moving around at each stop, some people might need a place to sit.

Water – a cooler of waters and/or beverages is always a nice touch.

Bus Host/Hostess – the person who makes sure everyone is on the bus, hurries those who tarry, offers the beverages, has a garbage bag available, maybe leads the bus conversation.

Timing: Drive the tour to determine the best route and timing between each point. Allow time for unloading and loading at each stop – for a bus with 40-50 people this could take 15 minutes each off and on. There always is some who want to visit and not move very fast.

A portable PA system – A reach out to your Extension Office, including them in this event, might also include that they have a PA system than you can use.

One stop tour:

More than one hour - Need multiple things to look at and talk about, hands-on experience, to make up enough time to warrant people coming. Two to three hours plus a lunch makes a nice morning activity.

Plenty of parking and easy access to first gathering point.

Rest rooms

PA system

Refreshments and/ or combine tour with a meal

Meal needs:

- Caterer – place to park close to serving area
- Seating - tables and chairs

Using the MAC trailer – with some creativity, even adults can learn good things from the items in the trailer, enjoy making butter, grinding wheat, hearing the World is an Apple story

Tips for set up:

- Be real, be honest, be respectful of ideas different from yours, be prepared to give knowledgeable information and answers
- Keep guests comfortable and safe – try to take a fresh look for trip or slip hazards, low hanging things, dangers around equipment or animals
- If there are areas that guests shouldn't go in, then explain this as they arrive at the farm or barrier off

Planning:

- The start: 1. Someone with an idea 2. Begin by organizing a planning group. 3. Possible partnership with a local civic group like a chamber – this can provide an ideal possible audience 4. Partnership people should also be on planning group
- Set a date
- Develop a plan on where, possible farms to visit, length of tour, subjects to suggest to farmers
- Who will ask farmers
- Possible budget – identify possible expenses and possible sources of income (sponsors, registration fees)
- Marketing – who will do it, printed materials – how will they get distributed, social medial – who will develop, send out, personal invites: printed goods, who will deliver
- Who will gather registrations, manage money, pay bills
- Hire a charter bus (if needed)
- Arrange for a caterer (if needed)
 - Who will be in charge of getting, setting up, taking down, returning tables and chairs (or could be plywood/boards on sawhorses and hay bales – however make sure the “tables” are clean and inviting)
 - Who will get rid of garbage
- Organize cooler and refreshments
- Drive the tour for timing (for multiple stops)
- A day or two before – visit each sit to make sure it is ready
- An afternoon tour might include a dinner (see “how to” on this)

Cost:

Charter bus (if used) this is a fixed cost, the same if you 5 people or 50

Marketing materials

Caterer (if used)

Tables and chairs (if needed) or other seating

Refreshments

Submitted by:

Kootenai/Shoshone Farm Bureau

Implemented: Years 2019 and 2020 mid-September

Number of participants – 2019 = 25 people - 3 stop tour plus dinner (50 for dinner)

2020 = 35 people - 1 stop tour plus lunch

For more information: Linda Rider riderranch@aol.com