

Everyday Ag Project Outline

Everyday Ag – Ag Education Program

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Abstract

Everyday Ag is an agriculture education program designed to inform individuals from all backgrounds about the vital role agriculture plays in our everyday lives. Our program offers hands-on educational agriculture-related activities for people of all ages. Whether you are a student, parent, or simply curious about the worlds around you, Everyday Ag provides the opportunity to gain a deeper understanding of the importance of agriculture. Join us today and discover the fascinating world of agriculture.

In an era of rapid advancement, the agriculture industry faces numerous challenges, including the growing disconnect between urbanized populations and the origins of their food. As generations pass, fewer individuals have direct experience or knowledge about how products are produced and how food is grown, harvested, and brought to their tables. Everyday Ag recognizes this issue and seeks to reconnect people with their food and the products they use by providing accessible platforms for learning about agriculture and its significance in everyday life. By using this immersive approach through Everyday Ag, there are connections to agriculture and its commodities at every bend.

The program acknowledges the vital role the agricultural sector plays in sustaining global food security, supporting rural economies, and preserving natural resources. We firmly believe that by fostering a passion for agriculture and promoting its longevity and sustainability, we can ensure a brighter future for both consumers and the industry.

Everyday Ag sets a new industry standard for agriculture education through its diverse range of hands-on activities. The program offers an array of unique and innovative elements to support agriculture education including a guided audio tour through the barns, an AGtivity Book, Fair Food Commodity banners, and numerous other hands-on opportunities to understand the day to day impacts of agriculture.

The AGtivity book contains a variety of activities including a Judge with the Judge activity, word search, animal matching, by-product identifying activity and Scavenger Hunt. The AGtivity Book engages participants in livestock judging alongside industry experts with a Judge with the Judge activity. Visitors can explore the fairgrounds through an exciting Scavenger Hunt, collecting "brands" from each barn and exhibit hall, while learning fascinating agriculture facts along the way.

Partnering with Pepsi, Everyday Ag provides fair patrons with bottles of water accompanied by koozies that feature agriculture facts and the chance to win special prizes. Magnets, distributed in

restroom facilities, serve as a constant reminder of the importance of agriculture in our daily lives. The food court introduces visitors to the various ways agricultural products are used in the creation of the food we consume, not just during the fair but every day.

This year, Everyday Ag introduces a series of facts related to agriculture commodities, focusing on topics such as textiles, canning, fruits and vegetables, wool, and gardening. Educational pop-up installations for each species offer participants the opportunity to learn about different cuts of meat and the by-products of each animal. Additionally, an audio tour, written in partnership with Wyoming FFA, allows individuals of all abilities to experience the barns in a unique format. Everyday Ag invites individuals of all ages and abilities to join the program and discover the fascinating world of agriculture.

AGtivity Book

AGtivity Book

AGtivity books will be available at every ticket booth and F.A.I.R. Posse. Consisting of 24 pages of agriculture activities and information on the exhibition of each species the AGtivity Book will lead patrons around the grounds stopping at each of the barns and exhibit halls.

AGtivities

The center of the AGtivity Book features a variety of educational games

Ag Everywhere– By-product identifier

In this three part activity patrons are asked to identify the by-products staged in common rooms. T

Living Room Scene

1. Pillow Stuffing
2. Bone China Mug
3. Purse
4. Shoes
5. Football
6. Yarn
7. Crayons
8. Glue
9. Matches
10. Candle
11. Paintbrush

Bathroom Scene

1. Clothing
2. Sock
3. Lipstick
4. Medicine
5. Towel
6. Lotion
7. Perfume
8. Shaving cream
9. Shampoo
10. Conditioner

Garage Scene

1. Matches
2. Fireworks (explosives)
3. Motor Oil
4. Cement
5. Gloves

6. Tennis Racquet and strings
7. Leather Boots
8. Rubber Tires
9. Fertilizer
10. Paint

Judge with the Judge

An interactive activity teaches patrons about each livestock animal and what the judge will look for in the ring while allowing them to participate in the judging themselves.

Fill-in-the-blank: Scavenger Hunt

This is an activity that encourages patrons to venture into all parts of the fair to collect facts and “brands” for a \$500 cash prize. Patrons simply fill out the booklet on their way through the grounds and return the fillable sheet to any ticket booth on the way out to be automatically entered to win the cash prize or AG swag.

Fill in-the-blank:

- Canned goods can be stored for _____ months. (Answer: 12-18; found on Canned Goods Fun Fact Foam Board in Fort Fetterman)
- _____ is used to feed the livestock that feeds us. (Answer: Hay; found on the Hay Fun Fact Foam Board in Fort Laramie)
- Watermelons are made up of _____% water. (Answer: 92%; found on Fruits and Vegetables Fun Fact Foam Board in Fort Caspar)
- _____ is the primary grain used in baking. (Answer: flour; found on the Baking Fun Fact Foam Board in Fort Fetterman)
- Horses are measured using _____. (Answer: hands; found on the Horse/Equine Fun Fact Foam Board in the Pepsi Equine Center and in the AGtivity Guide horse/equine section)
- _____ are the only fruit with seeds on the outside. (Answer: Strawberries; found on Fruits and Vegetables Fun Fact Foam Board in Fort Caspar)
- Crayons are the by-product of _____. (Answer: swine or cattle; found on the pop-up banner in the respective species barn)

Word Search

Complete the search for the 10 words in the agriculture word search.

Maze

Help the chicken get back to its coop in the activity.

Tic Tac Toe

Complete against your friends and family in the classic game of Tic Tac Toe.

[AGtivity Guide Template](#)

Ag Swag Prizes

Ag Swag Prizes

The Wyoming State Fair has partnered with Wyoming Pork Producers, Gro Business Solutions, Wyoming Office of Tourism and the American Poultry Association to fill the canvas drawstring bags with goodies for our winners. Each day we were set to give away 10 AG swag bags to randomly selected participants. The 2 people to find the Golden Koozies will also receive an AG swag bag. At the end of the week the Wyoming State Fair will select one winner at random to receive a \$500 cash prize.

Audio Tour and Braille

Audio Tour and Braille

We have established a collaborative partnership with Wyoming FFA to curate and compose detailed scripts for the purpose of creating informative audio tours within the primary barns and tents on our premises, encompassing categories such as beef, goat, poultry, rabbit, sheep, and swine. These meticulously crafted scripts were then professionally recorded by Dennis Switzer of KKTY, a respected local radio station. Switzer additionally provided an engaging introduction segment seamlessly integrated into each audio file. The primary objective of these audio recordings is to provide our patrons with comprehensive insights into the activities and happenings within the specific barn or tent they are currently exploring.

Navigating the Everyday Ag Audio Tour is both effortless and engaging. As you explore this dynamic agricultural space, you'll encounter a network of strategically positioned QR codes, each holding a key to a world of knowledge.

By simply scanning the QR code that corresponds to your location within the tour (ex: beef barn, swine barn, poultry tent, etc.), you'll unlock an enriching audio experience. This audio tour is also seamlessly accessible through our website, providing a user-friendly interface.

For differently abled patrons, each QR code sign has a braille patch directing folks to the QR code. To make this tour even more inclusive, audio tour scripts were also provided.

With this innovative approach, we've transformed the barns into an interactive educational journey for all. Join us in discovering the rich traditions and practices of beef production, thoughtfully curated for your exploration in the Everyday Ag Program.

Intro Script

Audio Tour Introduction Script

“Welcome to the Everyday Ag Audio Tour at the Wyoming State Fair! We invite you to embark on a journey through the barns and discover the fascinating world of agriculture. This guided audio tour will take you on an immersive experience where you'll learn about some of the incredible animals that play a vital role in our agricultural industry.

As you explore the barns, you'll encounter six key species: Beef, Sheep, Swine, Goats, Chickens, and Rabbits. Each species has its unique characteristics and contributes to our food production, economy, and way of life. Through this tour, you'll gain a deeper understanding of these animals and why they are essential to agriculture.

During your journey through the barns, you will discover the importance of all the animals in your daily life. The calf that you did not notice at first will be more majestic than ever before. The lambs may seem fluffier, and the goats more playful. The clucking chickens and adorable rabbits will be more interesting than you thought, and we will unveil how intelligent the pigs truly are.

Throughout the tour, you'll find QR codes placed strategically in the barns. Simply scan the QR code with your smartphone, and you'll be immersed in a captivating audio narration about the species in front of you. You'll learn interesting facts, discover their unique traits, and gain a deeper appreciation for the role they play in agriculture.

This tour is designed for all ages and levels of knowledge, whether you're a seasoned farmer, a curious child, or someone interested in learning more about the animals that provide us with food and companionship.

So, grab your smartphone, keep your ears open, and embark on the Everyday Ag Audio Tour at the Wyoming State Fair. Let's explore the world of Beef, Sheep, Swine, Goats, Chickens, and Rabbits, and celebrate the incredible diversity and importance of agriculture in our lives.

Enjoy your tour, and have a fantastic time at the Wyoming State Fair!”

Beef Barn Audio Tour Script

Beef Barn Audio Tour Script

“Welcome to the cattle barn!

As you look around you will see exhibitors caring for their animals, feeding rations, watering their animals, or washing them. The large fans keep the animals cool and comfortable. This, combined with the other care, helps keep the cattle looking their best for show day. Exhibitors can enter their cattle in several different types of contests, primarily in market and breeding classes. In market classes, the animals are judged based on their muscle, structure, and general build. Breeding classes are divided into bulls and heifers and cows. All are judged on breeding traits such as structure, balance, and conformation, as well as traits important for males and females respectively.

These contests reflect a large part of the actual market and cattle industry. Cattle are raised for many different reasons, primarily for milk, meat, and hides. Milk from cattle is the most commonly consumed dairy milk and is used to produce products like cheese, butter, yogurt, and more. Beef—meat from cattle— is very popular, especially in the US, and can appear as anything from the humble hamburger to the fanciest steak. Cattle hides are used to produce leather, which is used in the production of items such as saddles, shoes, belts, wallets, purses, and more. By-products of cattle production may also be used in other foods, such as gelatin products, or even in cosmetics like makeup.

In addition to being sold for commercial purposes, cattle may also be sold as breeding stock or rough stock. Roughstock animals are raised and sold to be in rodeos and other similar events, where producers in the breeding stock industry selectively breed animals to produce certain traits, such as a lower birth weight in calves. These selectively bred animals are then sold to commercial producers so they can breed those traits into their herd.”

Swine Barn Audio Tour Script

Swine Barn Audio Tour Script

“Welcome to the Swine exhibit at the Wyoming State Fair! Swine, or pigs, are remarkable animals with significant contributions to agriculture. Pork, the meat obtained from pigs, is one of the most widely consumed meats worldwide. Pigs are known for their excellent meat quality and high productivity. They are also efficient converters of feed into meat, making them an essential part of the food supply chain. Pigs provide us with a wide range of products, including bacon, ham, sausages, and more. Beyond their meat, pigs also play a crucial role in waste management, as their manure can be used as fertilizer. Explore the Swine exhibit and learn more about these intelligent and valuable animals.

There are many different breeds of pigs and there is a variety of them here now. Most of the pigs you see here have genetics from multiple breeds. This can be referred to as cross-breeds. When looking around, make sure to notice all of the different characteristics of the pigs.

Pigs are shown very differently in the show ring than other animals. The exhibitors use pig whips to guide them around the ring. When hearing the term whip, you might think of these contestants whipping their animals in a harsh manner. However, they are only using the sticks to direct the pig where it needs to go. During the contest, the students will guide their pig around the ring to show it off to the judges. This will involve showing all angles of the pig to the judge.

In this barn, you will see many things happening. The exhibitors will be cleaning their pigs and their pens. This will involve lots of movement and noise around the barn.”

Goat Barn Audio Tour Script

Goat Barn Audio Tour Script

“Welcome to the goat barn at Wyoming State Fair!

Goats serve a wide variety of purposes. They often are used for weed and brush control, and sometimes even as pack animals or simply companions. On a commercial level, they are primarily raised for their meat, milk, and the fiber that they produce. Goat meat is not very popular in the US, but it is widely consumed in countries in Africa, and some countries in Europe, and is common in Australia and New Zealand. Goat milk, however, is much more common and used in a wide variety of dairy products worldwide, such as cheeses, and is often seen as a better alternative to dairy products from cows for the lactose intolerant. The two most common fibers taken from shearing goats, mohair and cashmere, are often considered luxury fibers and are used in many high-end clothing products.

Here at State Fair, goats are typically shown for one of four purposes—market, breeding, fiber, or dairy. Market goats are judged based on their fat cover, muscle, and overall bone structure. Fiber goats are judged off on their hair quality, according to what is considered desirable for their breed. Breeding goats can be either market or dairy and are judged on qualities that would make them desirable herd builders, such as their conformation. Dairy goats are judged upon overall appearance and structure, as well as the quality of their mammary system.

Herdsmanship— the proper care of show animals—is an important quality in all of these shows, and as you look around you, you will likely see exhibitors working to make their animals look their best for show day, grooming them, cleaning pens, and taking care of their other basic needs.”

Sheep Barn Audio Tour Script

Sheep Barn Audio Tour Script

“Welcome to the sheep barn!

Sheep have been an integral part of agriculture for thousands of years. They provide us with many valuable products, such as wool, meat, and milk. Wool from sheep is used to make clothing, blankets, and other textiles. Sheep meat, known as lamb or mutton, is a delicious and nutritious lean protein source. Sheep are also bred for their milk, which is used to make various dairy products. Additionally, sheep help maintain the health of pastures by grazing on grass and controlling weeds.

Here in the sheep barn, you will see a multitude of activities happening. As you walk through the rows of sheep you will see many exhibitors feeding their livestock, cleaning pens and isles, or even washing and shearing their stock. These are all aspects of what we call herdsmanship. Herdsmanship is providing quality, responsible care for livestock and being respectful of all other competitors and animals.

There are a variety of different shows that exhibitors can enter their animals in. These include: market, breeding, showmanship, and open class. Each of these classes has different qualifications and is each judged differently.

In market lamb classes, sheep that are younger than one year are fed out for meat production. These lambs are judged based on their muscle mass, fat cover, and bone structure. While in the breeding and open show, the animals are judged on their ability to produce a high-quality flock. All three types of shows are important to keep the industry thriving.”

Poultry Tent Audio Tour Script

Poultry Tent Audio Tour Script

“Welcome to the Wyoming State Fair Poultry Tent!

Chickens are raised primarily for one of two purposes—meat or eggs. Chickens that are bred for meat production are known as “broilers” whereas chickens bred for egg production are referred to as “layers”. Chicken is the second most consumed meat worldwide, coming in just behind pork, and is featured in a wide variety of dishes across many different cultures. Eggs are a multi-use product, either being eaten plain or being used to produce products like baked goods, ice cream, mayonnaise, and even some cosmetics. Manure is also a significant by-product of chicken production, commonly used to produce fertilizers.

Due to their small size and relatively low maintenance, chickens are often raised outside of a commercial setting, populating backyards and producing eggs for households. Many people who raise them personally consider them pets.

Here at the State Fair, chickens are shown divided by their breed ethnicity, meaning that they are shown based on where that breed originated from. The animals are then presented and judged based on their individual breed’s standards. Judges will typically look at things like feather quality and confirmation.

Chickens tend to get dirty fairly easily, so cleanliness is very important and factors into the judging as well. Because of this and the health of the animals, as you look around you will likely see exhibitors thoroughly cleaning their animals and their cages, as well as caring for the chicken’s basic needs such as food and water.”

Rabbit Tent Audio Tour Script

Rabbit Tent Audio Tour Script

“Welcome to the Wyoming State Fair Rabbit Tent!

Rabbits first began being bred in captivity in the Middle Ages, and since then have become important to several different industries. They are raised for a wide variety of purposes including meat, fur, wool, research, and pet stock. Wool and fur from rabbits are used in clothing and textiles—most commonly in things like hats, gloves, and coats. Their meat is lean, versatile, and nutritious, and while not very common in the US, rabbit meat is very popular in other parts of the world, particularly in Europe and Asia. In terms of research, rabbits are most commonly used for the production and research of antibodies. However, the most well-known use for these fluffy creatures is as a cuddly pet.

Here at the State Fair, rabbits can be entered in a wide variety of shows depending on what traits or purposes the exhibitor's rabbit has. For the breed show, animals are presented and judged based on the standards of conformation and appearance of that particular breed. For showmanship, the exhibitor will present their animal to the judges, do a thorough health inspection on the rabbit, and then answer questions from the judges. Finally, for the fur show, the wool and fur quality of the animal will be judged on various standards.

Cleanliness and the safety of the animals are very important, so as you look around you may see exhibitors grooming their animals, feeding them, cleaning their cages, and many other tasks necessary for the care of the rabbits.”

Food Court Banners

Food Court Banners

In our commitment to enhancing the fair experience, we've adorned the Food Court Shade tent with informative pole banners. These banners offer a delightful educational opportunity by highlighting the commodities that form the foundation of common fair foods. As you savor your fair favorites such as corn dogs, ketchup, lemonade, ribbon fries, pulled pork sandwiches, BBQ, Cotton Candy, chicken legs, funnel cake, saltwater taffy, and burgers, take a moment to peruse these banners and discover the agricultural ingredients that make these culinary delights possible. It's a flavorful journey through the heart of agriculture right here at the fair.

Pole banners attached to the Food Court Shade tent will display the following information:

- Corn Dogs: Beef, Flour, Corn Meal, Sugar, Baking Powder, Salt
- Ketchup: Sugar, Tomatoes, Grain
- Lemonade: Lemon, Sugar, Water
- Ribbon Fries: Potatoes, Peanut or Canola Oil
- Pulled Pork Sandwich: Pork, Wheat (bun), BBQ Sauce
- BBQ Sauce: Ketchup, vinegar, sugar
- Cotton Candy: Sugar
- Chicken Legs: Chicken
- Funnel Cake: Flour, Eggs, Sugar, Milk, Baking Soda, Baking Powder
- Salt Water Taffy: Salt, Sugar, Corn Syrup, Corn Starch, Butter
- Burgers: Beef, Cheese, Tomato, Lettuce, Wheat (buns), Ketchup

[Food Court Banner Template](#)

Fun Fact Foam Boards

Fun Fact Foam Boards

Within each of the static exhibit halls and the wool barn, foam boards depicting information regarding hay, wool, canning, gardening etc. will be displayed. These foam boards will serve the dual purpose of driving traffic through static halls and educating visitors about the other agricultural commodities impacting our daily lives.

Fort Caspar

A fun fact foam board discussing fruits and vegetables will be displayed with a scavenger hunt brand in Fort Caspar with the following information:

Fruits and vegetables:

- North America produces a diverse range of fresh vegetables, including tomatoes, leafy greens, bell peppers, and carrots, among others.
- Did you know that cucumbers are actually a fruit? They belong to the same family as watermelons and pumpkins.
- Watermelons are made up of about 92% water, making them a refreshing and hydrating fruit during hot summer months.
 - In 2022, the USDA estimated that 93,200 acres of watermelon were harvested in the U.S.
- Strawberries are the only fruit with their seeds on the outside. On average, each strawberry has around 200 seeds.
- The variety and amount of time a bell pepper spends on the plant determines its color and ripeness. Green peppers are unripe, while red, yellow, and orange peppers are ripe.

Fort Fetterman

A fun fact foam board discussing canned goods and baking will be displayed with a scavenger hunt brand in Fort Fetterman with the following information:

Canned Goods:

- Low-acid foods (s (such as canned meat, poultry, fish, stew, soups, green vegetables beans, carrots, corn, peas, potatoes, etc.) can be stored for two to five years; high-acid foods (e.g. canned juices, fruit, pickles, sauerkraut, tomatoes, tomato soup), for 12-18 months.
- The process of canning dates back to the early 19th century and was developed as a way to preserve food for extended periods.
- Canned fruits and vegetables retain their nutritional value and can be enjoyed year-round.

Baking:

- Wheat is the primary grain used in baking.
- The United States is one of the largest producers of wheat in the world.
- Flour, a key ingredient in baking, is derived from wheat. Wheat kernels are ground to produce flour, which is used to make various baked goods.
- Sugar, another essential ingredient in baking, can be derived from either sugar cane or sugar beets. These crops are harvested and processed to extract the sugar used in sweetening cakes and cookies.
- Butter, often used for its rich flavor and moisture in baking, is made from the cream obtained from cow's milk. It goes through a churning process to separate the butterfat from the milk solids.
- Eggs are a common ingredient in baking as they provide structure, moisture, and richness to cakes and cookies. Eggs used in baking are typically sourced from chicken farms.

Fort Laramie

A fun fact foam board discussing hay will be displayed with a scavenger hunt brand in Fort Laramie with the following information:

Hay:

- Hay is an important feed source for livestock, providing necessary nutrients and roughage. It is harvested from various grasses and legumes.
- The United States is a major producer of hay, with top-producing states such as Texas, California, and Kansas.
- Hay is the leading crop in Wyoming.
- In 2022, farmers and ranchers produced 2,379,000 tons of hay.
- 1,110,000 million acres of hay were harvested in 2022.

Fort Reno

A fun fact foam board discussing painting for the arts and gardening be displayed with a scavenger hunt brand in both upper and lower Fort Reno with the following information:

Paint for the arts:

- Historically, artists used natural pigments derived from plants, minerals, and even insects to create paints for artwork. Some examples include ochre, ultramarine, and madder.
- Paint is a byproduct of sheep and cattle.

Gardening:

- Home gardening is a popular activity in North America, allowing individuals to cultivate their own fruits, vegetables, and herbs. It promotes self-sufficiency, sustainability, and healthy eating.
- Community gardens provide shared spaces for people to grow their own produce, promote social interaction, and contribute to local food security.
 - The production value of carrots for processing and fresh markets in the US was \$1,823.24 million in 2023

Horse Barn

A fun fact foam board discussing horses/equine will be displayed with a scavenger hunt brand near the horse barn with the following information:

Horse/Equines:

- The average lifespan for a horse is around 20 -25 years, though they can live for up to 30 years. The oldest recorded horse was "Old Billy," an English barge horse, who lived to be 62 years old.
- Horses can sleep standing up and laying down.
- The space occupied by a horse's teeth is larger than the area occupied by their brain.

Upper Ag

A fun fact foam board discussing hay will be displayed with a scavenger hunt brand in Fort Laramie with the following information:

Quilting and Textiles:

- A textile is an umbrella term that includes various fiber-based materials, including fibers, yarns, filaments, threads, different fabric types, etc.
- Cotton is a commonly used fiber in textile production, and the United States is one of the world's leading cotton producers.
- There are currently 9 to 11 million active quilters in the United States and Canada.
- U.S. textile and apparel shipments totaled \$65.8 billion in 2022.
- The U.S. industry is the third largest exporter of textile-related products in the world. Fiber, textile, and apparel exports combined were \$34.0 billion in 2021.
- The U.S. textile industry supplies more than 8,000 different textile products to the U.S. military.

Wool Barn Foam Board

A fun fact foam board discussing wool will be displayed in the Wool Barn with the following information. Wool is a soft launched topic for 2023 with a more indepth fact line coming in future years.

Wool:

- Sheep are primarily raised for their wool, which is a versatile fiber used in the production of clothing, textiles, and other products.
- The United States is a significant wool producer, with states like Texas, Wyoming, and Colorado having substantial sheep populations.
- The quality of all is determined by its fiber diameter, crimp, yield, color, and staple strength.

[Fun Fact Foam Boards Template](#)

Koozies

Koozies

Water coolers will be strategically stationed across the event grounds, affording our valued patrons the opportunity to access complimentary hydration. To enhance the overall experience, each water bottle distributed will be adorned with a customized koozie featuring intriguing and educational agriculture fun facts. As an added layer of excitement, a daily treasure hunt element will be introduced. Specifically, two specially marked "Golden" koozies will be discreetly concealed within the daily allotment of water bottles. Those fortunate enough to discover one of these "Golden" Koozies will be duly rewarded with AG swag. This initiative is designed to foster engagement and enthusiasm among our attendees, while simultaneously promoting awareness of agriculture-related information.

Koozie Facts:

- Wyoming has the largest average size of farms and ranches in the United States. (Golden Koozie; qty 10; Color branded yellow)
- AG•RI•CUL•TURE – The science or practice of farming, including cultivation of the soil for the growing of crops and the rearing of animals to provide food, wool, and other products. (Main Koozie; 500 qty; Color branded light blue)
- The average U.S. consumer eats 61 pounds of beef per year! (Alt 1; qty 100; Color branded light blue)
- One wool sheep can produce anywhere from 2 - 30 pounds of wool per year (Alt 2; qty 100; Color branded light blue)
- The main agricultural commodities produced in Wyoming include beef, hay, sugar beets, grain (wheat and barley), and wool. (Alt 3; qty 100; Color branded light blue)
- Over 9 billion chickens are raised for food annually in the US. (Alt. 5; qty 100; Color branded light blue)
- There are approximately 6,000 wild horses in Wyoming. 2,500 of which are in Rock Springs. (Alt. 6; qty 100; Color branded light blue)

[Koozie Template](#)

Pop-up Banners/Barn Boards

Pop-up Banners - Barn Boards

Within each of the primary barns and tents, specifically dedicated to the categories of beef, goat, poultry, rabbit, sheep, and swine, we intend to deploy informative and visually engaging pop-up banners. These banners will serve the dual purpose of elucidating the various meat cuts derived from each respective species, while also enumerating the diverse byproducts generated as a result of their rearing and utilization. This educational initiative aims to provide our patrons with a comprehensive understanding of the multifaceted contributions of these animals to our daily agricultural and culinary landscapes.

Due to Wyoming wind our “Pop-up Banners” became “Barn Boards” in 2025.

[Pop-up Banners Template link](#)

[Barn Boards Template link](#)

Beef Barn

Beef Barn Pop-up/Barn Board:

By-products:

- Adhesives
- Air filters
- Anti-aging cream
- Antifreeze
- Biodiesel
- Cake mixes
- Candies
- Cement
- Ceramics
- Chalk
- Charcoal
- Chewing Gum
- Cosmetics
- Crayons
- Creams & lotions
- Detergent
- Dyes & inks
- Emery boards
- Explosives
- Felt
- Fertilizer
- Fireworks
- Flavorings
- Gelatin
- Glass
- Hormones
- Instrument String
- Insulation
- Laboratory research materials
- Lamination
- Linoleum
- Matches
- Medicines
- Minerals
- Nitrogen
- Paint
- Paint Brushes
- Pasta

- Perfume
- Pet food
- Phosphorus
- Photo Film
- Plant food
- Plaster
- Plastics
- Plywood
- Refined sugar
- Rubber
- Shampoo & Conditioner
- Shaving Cream
- Sheet rock
- Tennis Racquets
- Textiles
- Vitamins
- Wallpaper
- Waterproofing Agents

Inventory:

- There were 94.2 million head of cattle and calves in the United States in 2025.
- ~~● There were 91.9 million head of cattle and calves in the United States in 2022.~~
- There were 1.22 million head of cattle and calves in Wyoming in 2025.
- ~~● There were 1.25 million head of cattle and calves in Wyoming in 2022.~~

Fun Facts:

- Hamburger meat from a single 1,200 pound steer will make about 980 half pound burger patties. That's enough meat for a family of 4 to enjoy hamburgers every day for over 6 months.
- Cattle will chew up to 8 hours a day. As ruminants they have a four compartment stomach that allows them to digest plants that humans cannot.

Swine Barn

Swine Barn Pop-up/Barn Board:

By-products:

- Antifreeze
- Artist's brushes
- Bone China
- Bone Meal
- Buttons
- Cellophane
- Cement
- Chalk
- Cholesterol
- Commercial feeds
- Cosmetics
- Crayons
- Fabric printing and dyeing
- Fertilizer
- Fiber softeners
- Floor waxes
- Footballs
- Gelatin
- Glass
- Gloves
- Glue
- Heart valves
- Insecticides
- Insulation
- Insulin
- Leather treating agent
- Linoleum
- Lubricants
- Luggage
- Matches
- Medicines
- Minerals for feed
- Nitroglycerine
- Oil polishes
- Other Medicines
- Pet food
- Phonographic Records
- Pigskin garments

- Plasticizers
- Plastics
- Plywood Adhesive
- Porcupine burn dressings
- Printing rollers
- Porcelain enamel
- Protein source in feeds
- Purses
- Putty
- Rubber
- Shoes
- Sticking agents
- Surgical sutures
- Upholstery
- Water Filters
- Waterproofing agents
- Weed killer

Inventory:

- There were 75.5 million hogs and pigs being raised on farms in the United States in 2025.
- ~~● There were 73.1 million hogs and pigs being raised on farms in the United States in 2022.~~
- There were 100,000 hogs and pigs in Wyoming in 2025.
- ~~● There were 108,000 hogs and pigs in Wyoming in 2022.~~

Fun Facts:

- Colonists in Pennsylvania developed the practice of "finishing" hogs on corn (feeding them nothing but corn in the few weeks before butchering them).
- People around the world eat more pork than any other meat. In the US it ranks behind beef and poultry. Pork accounts for 42% of meat eaten in the world.
- Soldier pigs have gone to war. They have served as mine sniffers in battlefields.
- Hogs are a source of nearly 40 drugs and pharmaceuticals on the market.
- Pigs are clean animals, but they lay in mud to keep them cool.

Goat Barn

Goat Barn Pop-up/Barn Board:

By-products:

- Blocking reagent
- Book bindings
- Butter
- Candles
- Cashmere
- Catgut cord
- Cheeses
- Chevre
- Coarse woven cloth
- Drums
- Fish Pond Fertilizer
- Gloves
- Ice Cream
- Leather
- Milk powder
- Mohair
- Sausage Casings
- Shoes
- Soap
- Yogurt

Inventory:

- There were 2.51 million head of goats and kids in the United States in 2025.
- ~~There were 2.51 million head of goats and kids in the United States in 2022.~~

Fun Facts:

- Worldwide, goat meat is an important source of protein. Goats are inexpensive to maintain, and goat meat is lower in fat and calories than chicken, beef, pork or lamb.

Sheep Barn

Sheep Barn Pop-up Banner/Barn Board:

By-products:

- Adhesive tape
- Artist's brushes
- Auto Lubrication
- Carpet
- Cheese
- Chewing Gum
- Clothing
- Cosmetics
- Drum heads
- Explosives
- Fabrics
- Felt
- Footwear
- Ice Cream
- Instrument strings
- Leather
- Lotion
- Luggage
- Mattress filler
- Motor Oils
- Nitrogen Fertilizer
- Paints
- Pharmaceuticals
- Printing inks
- Sausage Casings
- Shampoo & Conditioner
- Sports equipment
- Surgical Sutures
- Upholstery
- Yarn
- Yogurt

Inventory:

- There were 5.05 million head of sheep and lambs in the United States in 2025.
- ~~There were 5.02 million head of sheep and lambs in the United States in 2022.~~
- 300,000 head of sheep and lambs in Wyoming in 2025.

- ~~335,000 head of sheep and lambs in Wyoming in 2022.~~

Fun Facts:

- Sheep can be milked just like cows. Sheep milk is often used to make gourmet cheeses.
- One sheep produces eight to ten pounds of wool per year, enough to make a man's suit. One pound of wool can make ten miles of yarn.

Poultry

Poultry Pop-up Banner/Barn Board:

By-products:

- Absorbent
- Animal feed
- Biodiesel
- Biogas, fuel and electricity
- Bows & strings for musical instruments
- Chondroitin
- Cleaning Applications
- Clearing agents
- Collagen
- Biodegradable plastics
- Feather meal
- Fertilizer
- Gelatin
- Glucosamine
- Hyaluronic acid
- Hyaluronic Acid
- Industrial adhesives
- Insulation
- Livestock Feed
- Paper
- Pillow Stuffing
- Sausage Casings
- Soil amendment
- Stabilizers/fixing agents
- Upholstery padding

Fun Facts:

- Roughly 48 Billion pounds of chicken were produced in the United States in 2025.
- ~~Roughly 59 billion pounds of chicken were produced in the United States in 2022.~~
- Some laying hens can lay up to 300 eggs per year.
- Eggs can be different shades of blue, gray, brown, green, or white depending on the breed laying them.

Rabbit

Rabbit Tent Pop-up Banner/Barn Board:

By-products:

- Absorbent
- Animal feed
- Biodiesel
- Biogas, fuel and electricity
- Bows & strings for musical instruments
- Chondroitin
- Cleaning Applications
- Clearing agents
- Collagen
- Biodegradable plastics
- Feather meal
- Fertilizer
- Gelatin
- Glucosamine
- Hyaluronic acid
- Hyaluronic Acid
- Industrial adhesives
- Insulation
- Livestock Feed
- Paper
- Pillow Stuffing

Fun Facts:

- China consumes 59% of the world's rabbit meat.
- The American Rabbit Breeders Association (ARBA) currently recognizes 49 unique rabbit breeds.
- Rabbits can be used in a variety of disciplines such as: show rabbits, breeding rabbits, meat rabbits, rabbits for pets, and even rabbits used for their fur/wool.
- Rabbits can have multiple litters of kits per year consisting of 4-10 kits. Rabbits cause environmental problems because of the rate at which they eat and reproduce.

Stickers

Stickers

As you visit our restrooms, you'll find a unique touch on the mirrors that celebrates the essence of Wyoming's agricultural heritage and the intricate world of farm and ranch life. Our specially crafted stickers bring to life captivating facts about Wyoming, the Cowboy State, where tradition and innovation harmonize. Patrons will learn about Wyoming farm and ranch facts in addition to a few fun facts. 6 x 4 Glossy Rectangle Stickers

Sticker Facts:

- Wyoming has the largest average size of farms and ranches in the United States – United States Department of Agriculture (qty 10)
- Wyoming has 29 million acres of land used for farming and ranching – Wyoming Farm Bureau Federation (qty 10)
- There are nearly 1.25 million head of cattle and calves in Wyoming – United States Department of Agriculture (qty 10)
- There are over 100,000 hogs in Wyoming – United States Department of Agriculture (qty 10)
- Spinning wool into thread began about 5,000 years ago – Oklahoma Ag in the Classroom (qty 10)
- Horses are measured using hands – National Ag in the Classroom (qty 10)
- 1,110,000 million acres of hay were harvested in 2022 – United States Department of Ag (qty 10)

[Sticker Template](#)

2023 - Cost Breakdown

Cost Breakdown

The total cost of all assets of this program is \$5,731.50. The cost per item is broken out below.

Asset	Qty	Total
AGtivity Book	1,000	\$1,450.00
<u>Ag Swag Drawstring Bags</u>	200	\$424.00
Ag Swag filler toys	-	\$86.97
Audio Tour	4	-
<u>Braille Signage</u>	26	\$383.46
<u>Foam Boards</u>	9	\$243.72
<u>Food Court Banner Brackets</u>	12	\$290.00
<u>Food Court Pole Banners</u>	12	\$307.58
Koozies	1,012	\$1,092.67
<u>Markers</u>	256	\$79.99
Mural	1	\$79.49
<u>Pencils</u>	1000	\$69.99
<u>Pop-up Banners</u>	4	\$544.00
Scavenger Hunt Stickers	12,000	\$467.88
<u>Stickers (bathroom mirror)</u>	70	\$130.79
<u>Uplighting</u>	8	\$80.96
Total		\$5,731.50

The Wyoming State Fair worked with a variety of partners on this project bringing you the most affordable options for production. We have linked our preferred partners in the above cost breakout sheet.

Collaborators

Collaborators

American Poultry Association. The Wyoming State Fair partnered with the American Poultry Association to create the Poultry Pop-up banner bringing patrons accurate information on the topic.

Beef Council. The Wyoming State Fair partnered the Wyoming Beef Council to bring patrons reliable facts regarding beef and its by-products and cuts.

Douglas Budget. The Wyoming State Fair partnered the Douglas Budget to produce the AGtivity Books at a discounted rate.

Gro Business Solutions. Gro provided branded promotional materials to be included in the Everyday Ag Swag prize bags.

KKTY. The Wyoming State Fair partnered with the local radio broadcasting company KKTY to record and produce the Audio Tour and promote the Everyday Ag program.

Pepsi. The Wyoming State Fair partnered with longtime state fair sponsor Pepsi; and Admiral Beverage Services of Casper, WY to provide free waters with every Koozie. This partnership helped us keep agriculture top of mind while keeping folks hydrated!

Pork Producers. The Wyoming State Fair partnered the Wyoming Pork Producers to bring patrons reliable facts regarding pork cuts and by-products. The Wyoming Pork Producers also contributed branded promotional materials to the ag swag bags.

Wyoming FFA. The Wyoming State Fair partnered with Wyoming FFA to draft the scripts for the Audio Tour.

The Wyoming State Fair relied on a multitude of sources to provide the most accurate information on the topics of this program. These additional contributors include:

Ag in the Classroom
American Community Garden Association
American Egg Board
American Sheep Industry Association
Beef 2 Live
California Strawberry Commission
Craft Industry Alliance
Farm Credit Virginia
History.com
Indiana State Fair
Kansas State Fair
Kansas Wheat Commision
Live Science
National Agricultural Statistics Service
National Cotton Council of America
National Dairy Council
National Gardening Association
National Watermelon Promotion Board
Natural Pigments
Travel Wyoming
United States Department of Agriculture
United States Sugar Corporation
University of California Ag. and Natural Resources
University of Illinois
Wyoming Department of Agriculture
Wyoming Farm Bureau Federation