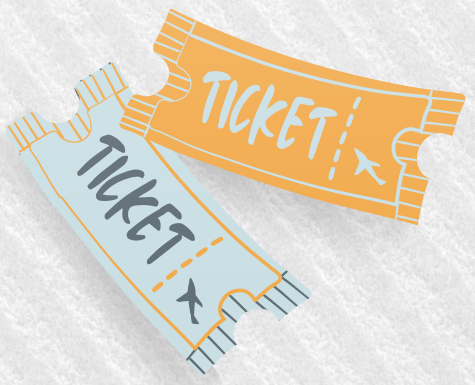




EVERYDAY AG

AN AG EDUCATION PROGRAM





COURTNY CONKLE

Wyoming State Fair | General Manager
courtny.conkle@wyo.gov



KOTA PROVENCE

Marketing and Communications Liaison
dakota.provence@wyo.gov

EVERYDAY AG



Everyday Ag is an ag education program designed to educate 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 and abilities.

Through the development of this program we have set a new industry standard for agriculture education to help foster the passion, longevity, and sustainability of the agriculture industry.

Objectives:

- Bridge the gap between consumers and their food sources
- Promote the longevity of the agriculture industry
 - Sustaining global food security, supporting rural economies, and preserving natural resources
- Foster a deeper understanding and appreciation for agriculture in modern society

Program Logo



Wheat Graphic



Everyday Ag elements were designed as templates making it easy to adopt the program. The logo and wheat graphic are the only elements of the program that cannot be changed.



BRAND ELEMENTS

[Click here to access the template](#)

Everyday Ag – Ag Education Program

Courtny Conkle and Kota Provence

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

Everyday Ag is a compilation of facts from over 30 resources, Here you will find the project overview which outlines which facts were displayed on each of the following assets.

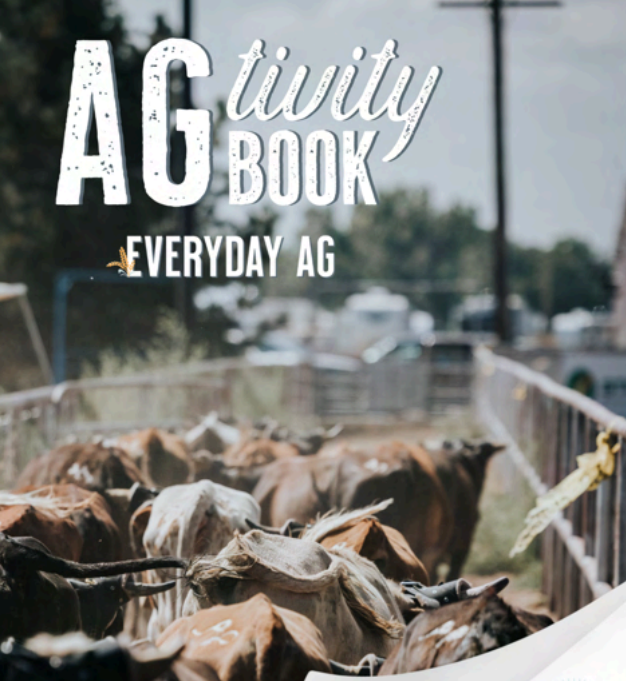



FACT DATABASE

[Click here to access the template](#)

AG *tivity* BOOK

EVERYDAY AG




 Chance to *win*
\$500 CASH PRIZE & AG SWAG

See the map on page 4 to help you find your way as you collect brand stickers



SCAVENGER Hunt

- BEEF BARN
- GOAT BARN
- HORSE BARN
- FORT CASPAR
- FORT FETTERMAN
- FORT RENO
- FORT LARAMIE
- POULTRY TENT
- RABBIT TENT
- SHEEP BARN
- SWINE BARN
- UPPER AG

AG SWAG



AGTIVITY BOOK

Click here to access the template



ACTIVITY BOOK – AG EVERYWHERE

[Click here to access the template](#)

SWINE

WHAT A JUDGE MIGHT LOOK FOR IN SWINE:

- A lean hog that has a little fat.
- Hams (rear legs) that are long, deep and full.
- Muscular shoulders and a large, lean loin (back)
- Good width between the front legs to allow for ample chest capacity

WHAT A JUDGE WILL LOOK FOR IN THE SHOW RING:

- Showmanship includes general appearance, especially cleanliness of the animal and the exhibitors ability to control and maneuver the swine throughout the show ring.
- The exhibitor turns and moves the pig by tapping the shoulder or under the jaw with a variety of tools called whip, pipe, and cane.
- Alert showman will mist their hogs with water to keep them cool and will brush off any dirt that may get on the hog.
- A great showman will be alert and courteous to other exhibitors and pay attention to both the animals and the judge at all times.

SWINE TERMINOLOGY

- **Sow:** a female pig that has had piglets
- **Gilt:** a young female pig that has yet to farrow
- **Boar:** a male pig used for breeding
- **Barrow:** a castrated male pig that can't breed
- **Nursery:** a facility or building designed to house newly weaned pigs that are 3 weeks old until 8-10 weeks of age. Nursery pigs weigh around 40 pounds when they leave.
- **Finishing:** after nursery, the pigs move on to the finishing phase before market. The pigs are raised in a finishing barn until 20-24 weeks of age when they have reached market weight, about 240-270 pounds
- **Litter:** baby pigs born to a sow at one time
- **Farrowing:** the process of a sow giving birth to piglets.
- **Gestation:** the period when a sow is pregnant, which is about 3 months, 3 weeks and 3 days.
- **Piglets:** baby pigs up to weaning age, which is typically three weeks of age

21

HAMPSHIRE



YORKSHIRE



SPOT



DUROC



POLAND CHINA



HERFORD



CHESTER WHITE



BERKSHIRE



LANDRACE



SWINE FACTS

- **Purpose:** Swine are raised for their meat and by-products.
- **Gestation:** 115 Days

JUDGE WITH THE JUDGE

YOUR CHOICE :

1st place: _____

2nd place: _____

3rd place: _____

4th place: _____

5th place: _____

6th place: _____

JUDGES CHOICE:

1st place: _____

2nd place: _____

3rd place: _____

4th place: _____

5th place: _____

6th place: _____

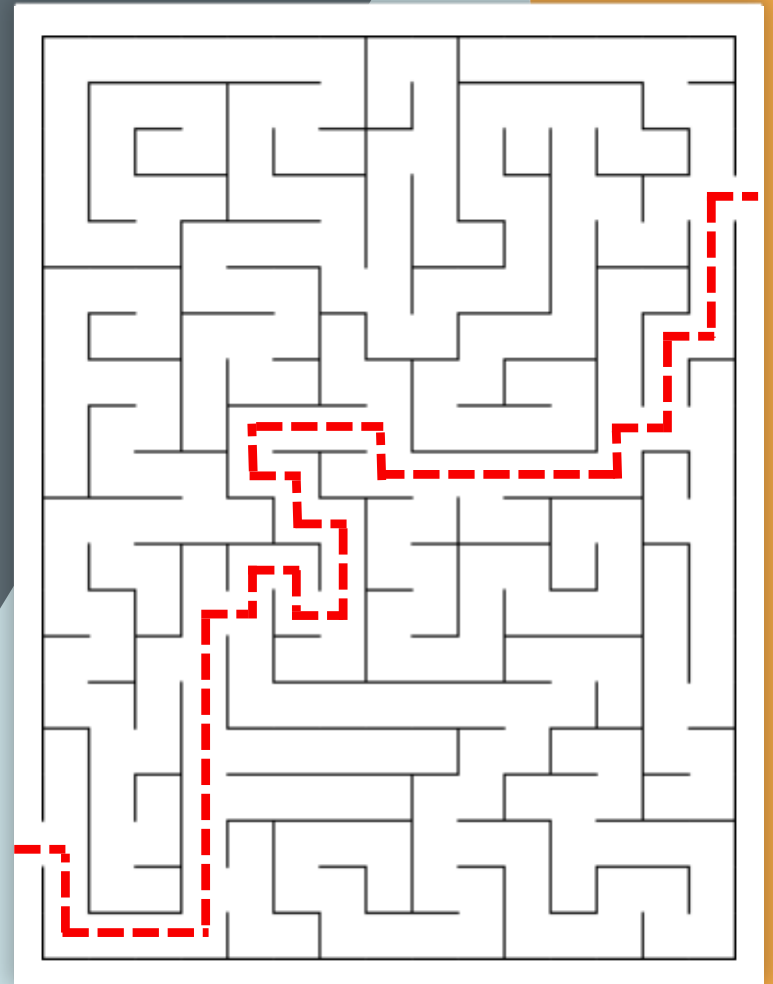
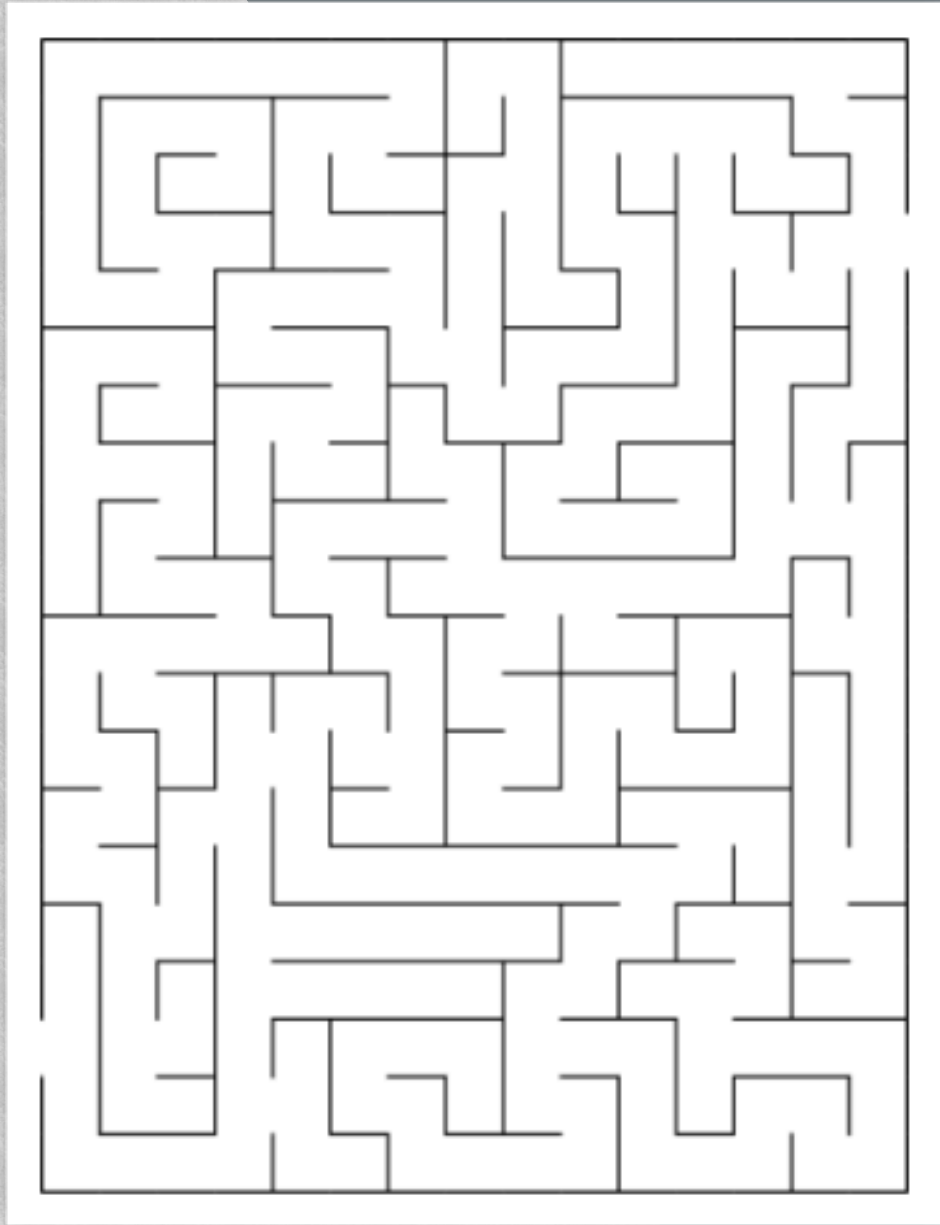
Thank you Kansas and Indiana State Fair for inspiring this activity!

22



ACTIVITY BOOK – JUDGE WITH THE JUDGE

[Click here to access the template](#)



ACTIVITY BOOK – MAZE

[Click here to access the template](#)

Enter to win!

NAME: _____

PHONE: _____

EMAIL: _____

SCAVENGER Hunt

Fill in the blanks as you make your way around grounds. Collect a brand sticker at each place you visit. The more you collect, the higher your chances of winning a prize.

CANNED GOODS CAN BE STORED FOR _____ MONTHS.

_____ IS USED TO FEED THE LIVESTOCK THAT FEEDS US.

WATERMELONS ARE MADE UP OF _____ % WATER.

_____ IS THE PRIMARY GRAIN USED IN BAKING.

HORSES ARE MEASURED USING _____.

_____ ARE THE ONLY FRUIT WITH SEEDS ON THE OUTSIDE.

CRAYONS ARE THE BY-PRODUCT OF _____.

9

SCAVENGER Hunt

See the map on page 2 to help you find your way as you collect brand stickers.

BEEF BARN

GOAT BARN

HORSE BARN

Place brand sticker here

Place brand sticker here

Place brand sticker here

FORT CASPAR

FORT FETTERMAN

FORT RENO

Place brand sticker here

Place brand sticker here

Place brand sticker here

FORT LARAMIE

POULTRY TENT

RABBIT TENT

Place brand sticker here

Place brand sticker here

Place brand sticker here

SHEEP BARN

SWINE BARN

UPPER AG

Place brand sticker here

Place brand sticker here

Place brand sticker here

10



ACTIVITY BOOK – SCAVENGER HUNT

[Click here to access the template](#)

Enter to win!

NAME: _____

PHONE: _____

EMAIL: _____

SCAVENGER Hunt

Fill in the blanks as you make your way around grounds. Collect a brand sticker at each place you visit. The more you collect, the higher your chances of winning a prize.

CANNED GOODS CAN BE STORED FOR _____ MONTHS.

_____ IS USED TO FEED THE LIVESTOCK THAT FEEDS US.

WATERMELONS ARE MADE UP OF _____ % WATER.

_____ IS THE PRIMARY GRAIN USED IN BAKING.

HORSES ARE MEASURED USING _____.

_____ ARE THE ONLY FRUIT WITH SEEDS ON THE OUTSIDE.

CRAYONS ARE THE BY-PRODUCT OF _____.

SCAVENGER Hunt

See the map on page 2 to help you find your way as you collect brand stickers.

BEEF BARN



GOAT BARN



HORSE BARN



FORT CASPAR



FORT FETTERMAN



FORT RENO



FORT LARAMIE



POULTRY TENT



RABBIT TENT



SHEEP BARN



SWINE BARN



UPPER AG



ACTIVITY BOOK – SCAVENGER HUNT

[Click here to access the template](#)

CATTLE ANKPPRPYG
 EFOALPYDOCIBYML
 TALRDHORSE AUMYJ
 LKPAONWYOMINGWV
 KVCIGFZDYINIAOY
 JQHXFRTSLTUTRNI
 BBCSZVIDKYBAAOG
 CSVOOBXCPXGFBR
 HMHXMVUXUYOQBCX
 WZCESMICULAOITZ
 CCQMEWOSWRTNTIK
 AKSKQPIDWYEUVJN
 VVJDNJXNIAGZRMR
 UBYNRNSVETPPAEW
 YAPOULTRYBYOOKD

AGRICULTURE
 CATTLE
 COMMODITY
 GOAT
 HORSE
 POULTRY
 RABBIT
 SHEEP
 SWINE
 WYOMING

CATTLE ANKPPRPYG
 EFOALPYDOCIBYML
 TALRDHORSE AUMYJ
 LKPAONWYOMINGWV
 KVCIGFZDYINIAOY
 JQHXFRTSLTUTRNI
 BBCSZVIDKYBAAOG
 CSVOOBXCPXGFBR
 HMHXMVUXUYOQBCX
 WZCESMICULAOITZ
 CCQMEWOSWRTNTIK
 AKSKQPIDWYEUVJN
 VVJDNJXNIAGZRMR
 UBYNRNSVETPPAEW
 YAPOULTRYBYOOKD



ACTIVITY BOOK – WORD SEARCH

[Click here to access the template](#)



AUDIO TOUR – INTRODUCTION

by Dennis Switzer-KKTY, Wyoming FFA,
Wyoming State Fair | Everyday Ag



INTRODUCTION
EVERYDAY AG –
AUDIO TOUR

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



EVERYDAY AG AUDIO TOUR – INTRODUCTION



SCAN TO JOIN THE AUDIO TOUR!



AUDIO TOUR

Click here to access the template



DID YOU KNOW:

Wyoming has the largest average size of farms and ranches in the United States.

EVERYDAY AG

You're a winner!

Visit the Wyoming State Fair Office to collect your prize!



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.

EVERYDAY AG



KOOZIES

[Click here to access the template](#)



EVERYDAY AG

	+		=	
	+		=	
	+		=	

Fill in the corresponding blanks in the Everyday Ag Identify Book as you complete the scavenger hunt. Books can be found at all ticket booths!

EVERYDAY AG

	=	
	=	

Fill in the corresponding blanks in the Everyday Ag Identify Book as you complete the scavenger hunt. Books can be found at all ticket booths!

EVERYDAY AG

	+		=	
	+		=	
	+		=	

Fill in the corresponding blanks in the Everyday Ag Identify Book as you complete the scavenger hunt. Books can be found at all ticket booths!

EVERYDAY AG

	+		+		+		=	
--	---	--	---	---	---	---	---	---

Fill in the corresponding blanks in the Everyday Ag Identify Book as you complete the scavenger hunt. Books can be found at all ticket booths!

EVERYDAY AG

	+		+		+		+		+		=	
--	---	--	---	--	---	---	---	---	---	---	---	---

Fill in the corresponding blanks in the Everyday Ag Identify Book as you complete the scavenger hunt. Books can be found at all ticket booths!

EVERYDAY AG

	+		+		+		=	
--	---	--	---	---	---	---	---	---

Fill in the corresponding blanks in the Everyday Ag Identify Book as you complete the scavenger hunt. Books can be found at all ticket booths!



FAIR FOOD COURT BANNERS

[Click here to access the template](#)

EVERYDAY AG

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.

EVERYDAY AG

CANNED GOODS

- Low-acid foods (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.

EVERYDAY AG

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 379,000 tons of hay.
- 100,000 million acres of hay were harvested in 2022.

EVERYDAY AG

HORSE / EQUINE

- The average life span 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 the brain.

EVERYDAY AG

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.
- Strawberries are the only fruit with their seeds on the outside. On average, each strawberry has around 200 seeds.
- Bell peppers, despite their different colors, are all the same fruit but at different stages of ripeness. Green peppers are unripe, while red, yellow, and orange peppers are ripe.

EVERYDAY AG

TEXTILES AND QUILTING

- 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 9.8 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 \$31.0 billion in 2021.
- The U.S. textile industry supplies more than 8,000 different textile products to the U.S. military.

EVERYDAY AG

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

[Click here to access the template](#)

EVERYDAY AG

SWINE

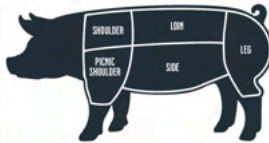
BY-PRODUCTS

- Adhesives
- Artistic brushes
- Bone China
- Bone Meal
- Buttons
- Cellulose
- Cement
- Chalk
- Cholesterol
- Commercial feeds
- Cosmetics
- Crayons
- Fabric printing and dyeing
- Fertilizer
- Fiber softeners
- Floor waxes
- Footballs
- Gelatin
- Glass
- Gloves
- Gum
- Heart valves
- Insecticides
- Insulation
- Insulin
- Leather treating agent
- Linoleum
- Lubricants
- Luggage
- Matches
- Medicines
- Minerals for feed
- Nitroglycerine
- Oil polishes
- Other Medicines
- Pet food
- Photographic fixers
- Pepsin germicides
- Plasticizers
- Plastics
- Plywood Adhesive
- Percapine burn dressings
- Printing rollers
- Porcelain enamel
- Protein source in feeds
- Purses
- Putty
- Rubber
- Shoes
- Sticking agents
- Surgical sutures
- Upholstery
- Waller Fillers
- Waterproofing agents
- Wood filler



INVENTORY

- There were 721 million hogs and pigs being raised on farms in the United States in 2022.
- 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 most eaten in the world.
- Soldier pigs have gone to war. They have served as mine sniffers in battlefields.
- Hogs are a source of nearly 90 drugs and pharmaceuticals on the market.
- Pigs are clean animals, but they lay in mud to keep them cool.

EVERYDAY AG

CATTLE

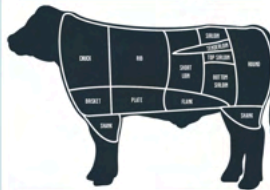
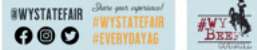
BY-PRODUCTS

- Adhesives
- Air fillers
- 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
- Flavourings
- Gelatin
- Glass
- Hormones
- Instrument String
- Insulation
- Laboratory research materials
- Laminate
- 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 9.9 million head of cattle and calves in the United States in 2022.
- There were 125 million head of cattle and calves in Wyoming in 2022.



FUN FACTS

- Hamburger meat from a single 1200 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.

EVERYDAY AG

POULTRY

BY-PRODUCTS

- Absorbent
- Animal feed
- Biodiesel
- Buses, fuel and electricity
- Buses & straps for musical instruments
- Chondroitin
- Cleaning Applications
- Clearing agents
- Collaps
- Biodegradable plastics
- Feather meal
- Fertilizer
- Gelatin
- Glucosamine
- Hydraulic acid
- Hydraulic acid
- Industrial adhesives
- Insulation
- Lardback feed
- Paper
- Pillow Stuffing
- Sausage Casings
- Soil amendment
- Stabilizers/Sealing agents
- Upholstery padding



FUN FACTS

- Nearly 50 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 like blue, grey, brown and white depending on the breed laying them.

RABBITS

BY-PRODUCTS

- Absorbent
- Animal feed
- Biodiesel
- Buses, fuel and electricity
- Buses & straps for musical instruments
- Chondroitin
- Cleaning Applications
- Clearing agents
- Collaps
- Biodegradable plastics
- Feather meal
- Fertilizer
- Gelatin
- Glucosamine
- Hydraulic Acid
- Industrial adhesives
- Insulation
- Lardback feed
- Paper
- Pillow Stuffing



FUN FACTS

- China consumes 20% 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, sport rabbits, rabbits for pets, and even rabbits used for their fur.
- 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.

EVERYDAY AG

GOATS

BY-PRODUCTS

- Blocking request
- Book bindings
- Butter
- Candles
- Cashewes
- Catgut cord
- Cheese
- Cheese
- Casein/water chills
- Drums
- Fish Feed Fertilizer
- Glass
- Ice Cream
- Leather
- Milk powder
- Mutair
- Sausage Casings
- Shoes
- Soap
- Toppet



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.

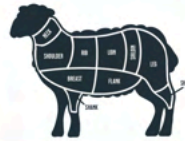
INVENTORY

- There were 2.8 million head of goats and kids in the United States in 2022.

SHEEP

BY-PRODUCTS

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



FUN FACTS

- Sheep can be milked just like cows. Sheep milk is often used to make gourmet cheeses.
- The sheep producers right in ten pounds of wool per year, enough to make a man's suit. The pound of wool can make ten suits of yarn.

INVENTORY

- There were 4.2 million head of sheep and lambs in the United States in 2022.
- 25,000 head of sheep and lambs in Wyoming in 2022.





MIRROR STICKERS
Click here to access the template



Adopting the program:

1. Access the free template workbook and fact database by scanning the QR code or visiting www.wystatefair.com/state-fair/everyday-ag/.
2. Click the design you wish to adapt to access the template.
3. Change the branding to match your color scheme, fonts, logos and grounds locations.

Agriculture indeed plays a pivotal role in our lives, providing the food and resources essential for our survival. As our society becomes increasingly distant from the sources of our sustenance, it becomes imperative to promote agriculture education and foster sustainability within the industry.

We extend a warm invitation to you to customize these resources to align with your brand and actively contribute to enhancing agriculture education opportunities within the sector. By doing so, you can make a meaningful difference in our collective understanding of agriculture and ensure its sustainable future.