

## My American Farm – “Field Story” Series

Stories to capture how My American Farm is being implemented in the field

# My American Farm Interactive Fair Booth

## Clark County Fair and Rodeo Logandale, NV

My American Farm was utilized to inject a spirit of excitement into the fair experience for young fair-goers who passed through the Agriculture Building at the Clark County Fair and Rodeo in Logandale, Nevada. The Clark County Fair and Rodeo is a 4-day event that around 62,000 people attended this year. It is estimated that around 50% of those people pass through the Agriculture Building.

To catch the attention of the fair’s youngest patrons, Nevada Farm Bureau displayed a large cutout of a barn with a flat screen television prominently displayed on it’s front. The screen showed the colorful animations of the My American Farm games as speakers allowed the fun and inviting sound affects to be heard by those walking by. Children were invited to participate in one of the many games available at [www.myamericanfarm.org](http://www.myamericanfarm.org).



Feedback from those who stopped by to participate at the booth was positive. During the first day of the fair, several schools from the Las Vegas area came for a visit. Teachers shared that they were pleased that the games incorporated national standards for learning. This feedback supports the goal of Nevada Farm Bureau in using My American Farm at the fair. The desired outcome was not simply to

*A Nevada Farm Bureau staff member walks a young fair-goer through the process of using the My American Farm gaming platform.*

entertain, but to provide children and their parents or teachers with a resource that could be utilized at school and at home to engage youth in learning about agriculture. After engaging in the interactive games, participants received a business card with the My American Farm logo and website as a reminder to go home and explore the additional games and resources on the site. Nevada Farm Bureau looks forward to continuing to utilize My American Farm as a resource to teach kids about agriculture.



This example demonstrates setting up a kiosk of My American Farm with a live internet connection. If you want to set up a kiosk like the one described here without an internet connection, please contact Curtis Miller at [curtism@fb.org](mailto:curtism@fb.org) to request an offline kiosk version of My American Farm for your event.

***Are you already using My American Farm? Tell us your implementation story at:***

[http://www.myamericanfarm.org/educator\\_resources/](http://www.myamericanfarm.org/educator_resources/)

