Display Kit
Setup Guide
Farmers Market

Adapted from American Farm Bureau Foundation for Agriculture My American Farm Guide
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The Need

Fairs and events provide incredible opportunities to connect your community to agriculture. But building a professional agricultural literacy display can be daunting!

This kit is useful and engaging in various settings to engage and cultivate conversations about agriculture in Nebraska with Pre-K through adult learners.

The Concept

1. Learners are drawn to the life size banners.
2. They grab a Pick-Up Card near the banner that fits their knowledge level.
3. Each number on the Pick-Up Card corresponds to a number on the banner. The color corresponds to the level!
4. Learners read the challenge on their Pick-Up Card and look for the corresponding number on the banner.
5. Learners solve the challenge and write their answer on the Pick-Up Card.
6. Volunteer discusses answers with learner.

Strategies for Use

Intentional Engagement

Whether you work in agriculture, teach, are engaged in planning fairs and events, or simply have a passion for connecting people to where their food comes from – My American Farm is a great way to create a professional, engaging learning area. Check out the strategies below to start engaging your community today!

- Encourage a local school to set up a mobile museum with the banner in a central learning area. You can use the hands-on activities to create a unique engagement.
- Sponsor a community or school visit day at your place of work. Set up the banner to provide an engaging learning experience.
- Sponsor a breakfast or lunch with a farmer. Set up the display banners to engage guests.
- Set up an Agriculture Literacy Zone at your County Fair with the banner.
WHAT’S INCLUDED?

Display Banner
- Banner is 15’W x 7.4’H

Pick-Up Cards
Pick-Up Cards are split by knowledge level to offer interactive questions for each banner. There are three levels of the Pick-Up Cards and 100 cardstock copies will be provided in the kit. If you need more copies, Nebraska Farm Bureau Foundation can print each additional copy for $0.15 each.
- Beginner
- Intermediate
- Advanced
Preparing for the Event
- Review the set-up instructions for the banner on page 9.
- Review the Hands-On Learning Activities on pages blank – blank of this guide to determine which to include at your event.
- Gather necessary supplies.
- Print instructions for activities.

At the Event
- Set up your display banner.
- Determine the best place to house the Pick-Up Activity Cards and writing utensils. We recommend using open top folders with index cards on the front labeling each age group’s Pick-Up Activity Cards.
- Set up hands-on activities.

Hands-On Activities
Learning becomes more engaging with hands-on activities. Choose from several activities outlined for the banner to add a new dimension of engagement to your learning area.

Modifications
- You may wish to laminate copies of the learning cards that can be reused with dry erase pens.
- You may wish to have one copy of each Pick-Up Card. Have learners choose their level from the display and find the number on the banner. Have them report the answer back to the volunteer.
Introduction
Learners are drawn to the life size banners.
  • Hi, my name is……
  • This banner has taken us to the grocery store! Ask the learner, “Where did the foods in this store come from before they became available for purchase?
    Take a moment for a response and reply:
      o They were produced by plants or animals on a farm, harvested, processed, packaged and labeled, then transported to the grocery store.

How to Play
  • This banner has questions all about a farmer’s market. Grab a Pick-Up Card. Each card has a knowledge level on it; select the card that best addresses your knowledge.
  • Each number on the Pick-Up Card corresponds to a number on the banner. The color corresponds to the level!
  • Read the challenge on the Pick-Up Card and look for the corresponding number on the banner.
  • Solve the challenge and write the answer on the Pick-Up Card.

Closing Statement
  • There are five basic steps in the farm-to-table process: farm, processing, transportation, market, and table.
Food Match
- Supplies
  - Plastic play food
  - Four baskets or buckets with the following labels: Fruit, Vegetable, Dairy, Protein.
- Set Up
  - Spread out plastic food and set up labeled baskets or buckets.
- Experience
  - Have attendees match the food products to its correct category.

Draw MyPlate
- Supplies
  - Paper plates to write on
  - Pens or colored markers
  - Sign or board with MyPlate diagram on it
- Set Up
  - Set out plates and markers.
- Experience
  - Have attendees draw the MyPlate diagram on their paper plate and write or draw in some of their favorite foods in each category.

Purchasing Produce
- Supplies
  - Play food with price tags matching local prices
  - Basket
  - Ten dollars in play money (e.g., five $1 bills and one $5 bill)
- Set Up
  - Spread out play food and set out basket. Have money sitting next to basket.
- Experience
  - Have attendees take the play money and see how much food they can buy with $10. Have attendees pay for the items of food one at a time and place the item in their basket as they purchase it.
What’s Your Favorite Recipe?

- Supplies
  - Poster board with multiple recipes on it
  - Index cards
  - Pens

- Set Up
  - Set out poster board, index cards, and pens.

- Experience
  - Have attendees read the poster with recipes
RPL SET UP INSTRUCTIONS

1. Set up the frame.
2. Attach the poles to the frame.
3. Insert the poles into the base.
4. Connect the poles with the corners.
5. Attach the banner to the frame.
6. Ensure all connections are secure.

Farmers Market Banner