

## **2024 MAAF Agricultural Award Contest**

### **“Creating An Experience: Meet Our Farmers”**

For 2024, “Meet Our Farmers” will introduce your fairgoers to the next step in our Ag Education Challenge. We have brought the agriculture of Maine with “Maine GROWS” - sharing both familiar and unfamiliar produce across our state. In 2023, through “Maine On My Plate”, we expanded what is grown and where to find it, how to use it and how many options are available year round, for more ag information - cookbooks, 4-H, Internet, UMO.

“Meet Our Farmer” brings the “stars” of the Maine ag scene. Who grows our food, who markets it and who knows the most about Maine agriculture? Our Maine farmers. Seasonally, our maple farmers are front and center in the spring, while the pumpkins are harvested and displayed at our fall farm stands. Invite your local farmers to visit your fairgrounds and share their history, their successes and struggles - consider designing a Meet Our Farmers logo for your fair to direct fairgoers to all the farmers who will answer questions and share information.

Use the MDACF donated video monitors from the past to show commodity videos of Maine farmers - potatoes, blueberries, Gulf of Maine fisheries, etc. (Don’t have them? I can direct you to where to get these!)

Collaborate with local schools to create a “Foxfire” type project and interview farmers.

Have fun with this year’s Ag Challenge!

**Category 1 – Agricultural experiences designed for *children*.** These experiences will include information, demonstrations, and appropriate hands on activities which introduce children to Maine foods on their plates.

**Category 2 - Agricultural experiences for ALL fairgoers** that educate fairgoers about Maine's vibrant and diverse food scene. This can be a one day program or on going throughout your fair.

**Division 1: Fairs operating for four concurrent days or less.**

**Division 2: Fairs operating for five concurrent days or more.**

# **2024 MAAF Agricultural Award Contest**

## **“Creating An Experience: Meet Our Farmers”**

### **MAAF Award Application:**

Please include the following five elements:

1. A brief description of your event(s) and the connection to Maine agriculture. \*Specifically, Meet Our Farmers
2. Who was involved in the planning process? – i.e. individuals, community organizations, agencies, businesses, educators, sponsors, etc. – and the roles they played
3. What challenges did you face and how did you address them?
4. How did the public react to your event? – i.e. personal feedback, hits on your website, survey monkey results, photos of interaction during your event.
5. How was your event promoted? – i.e. print and social media, posters, school, local radio and promotional programs prior to the event, etc.

\*Each element will be evaluated on a scale of 1 – 5

- 1 = No evidence presented**
- 2 = Minimal evidence of involvement presented**
- 3 = Evidence of involvement is presented**
- 4 = Evidence of involvement is thorough and comprehensive**
- 5 = Evidence of in person *community* involvement during the fair dates – demonstrations, hands-on food preparation, availability of farmers market vendors, etc.**

**\*Applications may be submitted in digital form, as well as traditional pen and paper.**

**Mail applications to:**

**MAAF, P.O. Box 3, Union, ME 04862**

**Applications must be received by**

**Friday, October 20, 2024.**

**\*For further information, contact**

**Junia Norris, Contest coordinator**

**\*junianorris@gmail.com**

**or**

**Barry W. Norris**

**\*barrywnorrismainefairs@gmail.com**