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#### Raising Nebraska: Engaging the Public in Ways That They Value

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# Raising Nebraska: Engaging the Public in Ways That They Value

Chuck Hibberd Nebraska Extension



# Rebraska Your food & the families who grow it

### Raising Nebraska

#### A partnership:

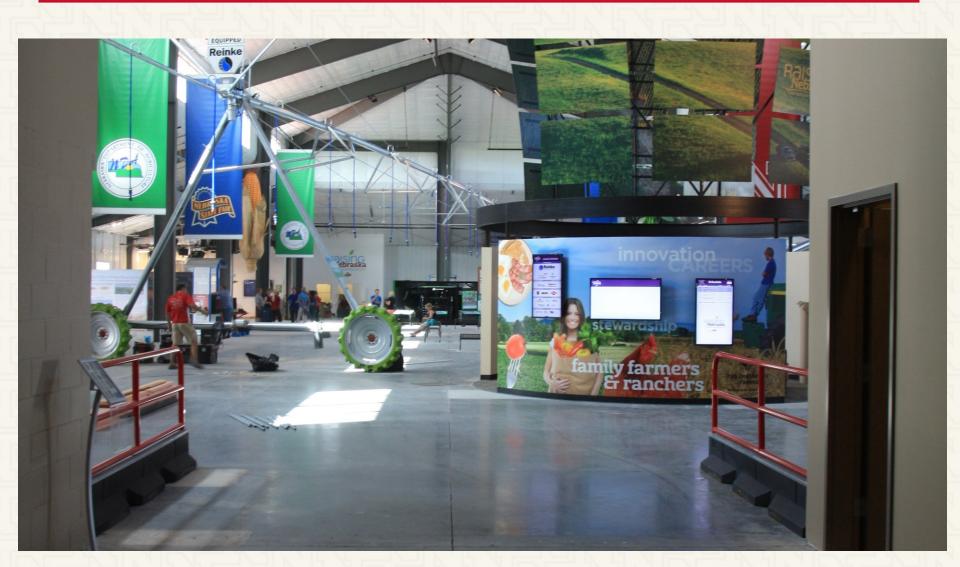
- Nebraska State Fair
- Nebraska Extension
- Nebraska Department of Agriculture

#### With a purpose:

- Demonstrate the science and art of Nebraska agriculture
- Learn from consumers



# Raising Nebraska - A look inside



# Prescribing irrigation – conserving water





# Walkable Nebraska map - elevation change, waterways, precipitation and crops/livestock



#### **Demonstration Kitchen**



#### **Trusted Voices**



## Trusted Voice Videos – Bottom 5

Video Title	# Views
Do juvenile calves have records?	127
Are farmers using less water?	166
What is evapotranspiration?	209
Why do farmers leave stalks in their fields?	216
What's up with weeds?	221

# Trusted Voice Videos – Top 5

Video Title	# Views
Do cows mind being milk	ed? 366
Do cattle think like huma	ns? 355
What's the scoop on poo	p? 317
Why are pigs raised indo	ors? 303
Why are chickens raised cages?	in 285

#### **Interactive Dinner Table**



# Dinner Table (meal selection)

Meal Selection	# Clicks
Breakfast	3,788
Lunch	4,158
Dinner	2,997



# Dinner Table – Entrée Selection

Entree	# Clicks
Top 3:	
Pancakes	1,530
Sirloin beef steak	1,417
Cheeseburger	1,070
Bottom 3:	
Cold cereal	601
Roasted chicken	478
Tofu stir fry	247

# Dinner Table - Drink Selection

Drink	# Clicks
Top 3:	
Water	2,310
Milk	2,222
Apple juice	2,080
Bottom 3:	
Chocolate milk	1,499
Tomato juice	975
Soy beverage	381

# Dinner Table - Side Selection

Sides	# Clicks
Top 3:	
Corn on the cob	1,534
Peach cobbler	940
Apple	725
Bottom 3:	
Baked beans	132
Baked sweet potato	122
Wheat biscuit	114

# Exit Poll - How many things did you learn today?

How many?	Responses	Percent
5+	881	47.2%
3 to 5	376	20.2%
1 to 2	240	12.9%
0	368	19.7%



#### Conclusions

- Participants are telling us what they want to learn more about
- Participant responses provide insight on content offerings
- Interactive, digitally-based learning venues are effective





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