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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

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Chuck Hibberd  
Nebraska Extension



Raising  
**Nebraska**

Your food & the families who grow it

# Raising Nebraska

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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

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# Prescribing irrigation – conserving water

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

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# Demonstration Kitchen

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# Trusted Voices

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# Trusted Voice Videos – Bottom 5

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| <b>Video Title</b>                           | <b># Views</b> |
|--|----------------|
| 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

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| Video Title                       | # Views |
|-----------------------------------|---------|
| Do cows mind being milked?        | 366     |
| Do cattle think like humans?      | 355     |
| What's the scoop on poop?         | 317     |
| Why are pigs raised indoors?      | 303     |
| Why are chickens raised in cages? | 285     |

# Interactive Dinner Table

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# Dinner Table (meal selection)

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| <b>Meal Selection</b> | <b># Clicks</b> |
|-----------------------|-----------------|
| Breakfast             | 3,788           |
| Lunch                 | 4,158           |
| Dinner                | 2,997           |

# Dinner Table – Entrée Selection

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

# Dinner Table – Drink Selection

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

# Dinner Table – Side Selection

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



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

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| 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

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- 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



# EXTENSION

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