



## Mississippi Corn Promotion Board 2025 Progress Report

---



Project Title: FARMtastic: An Agricultural Literacy Program for Mississippi Youth

PI: Julie White

Department: Center for 4-H Youth Development

---

### Project Summary (Issue/Response)

---

FARMtastic is a 4-H agriculture literacy program seeking to increase awareness about agriculture, food, fiber, and natural resource systems in Mississippi. Through experiential learning activities, second, third, and fourth graders are introduced to agriculture topics through focus areas including Barnyard Bonanza (livestock), Mighty Crops (corn, cotton, soybean, rice, & peanut production), Wonder Plants (horticulture crops), Something Fishy (aquaculture), and the Enchanted Forest (forestry and wildlife). FARMtastic has also been involved in public events such as the Dixie National Rodeo Days, Mississippi Garden Extravaganza, and the Mississippi State Fair. This program involves many Mississippi State University academic units and includes support from numerous Extension specialists and Extension agents, Farm Bureau volunteers/staff members, other commodity representatives, FFA Chapters, 4-H members, and community volunteers. FARMtastic website and social media accounts are also maintained for promotion, registration, and educator resource purposes. Most recently, five FARMtastic Time lessons have been developed for teachers and volunteers to use in classrooms, after-school programs, and other youth activities to continue the promotion of agricultural literacy.

---

### Project Results/Outcomes

---

For 2025 we were able to host the following FARMtastic events. All of these events were multi-county events.

- Lee County - February 17-21, 2025
  - Marshall County - March 2-7, 2025
  - Lauderdale County – September 15-18, 2025
  - Lee County – September 22-25, 2025
  - Amite County – October 27-30, 2025
  - Oktibbeha County – November 10-14, 2025
  - Bolivar County – November 12, 2025 (First “mini” format)
-

---

## Project Results

---

Through our program this year almost 30,000 youth and adults were able to have an hands on experience with Mississippi Agriculture.



**Students learning about corn during our event at the Mississippi Horse Park.**

---

## Project Impacts/Benefits

---

This fall, five FARMtastic events were hosted across the state. These events hosted over 2500 youth and over 300 adults.

We also hosted a smaller format of the exhibit at the Mississippi State Fair in October, reaching over 26,000 youth and adults as they came through the Mississippi Trademart.

---

## Project Deliverables

---

We have updated the banners in the “Mighty Crops” focus area and added educational exhibits. We are also developing a “Mini” format of the exhibit so that county agents can use it at events within their counties.

---

## Additional Questions

---

1. What value does this research give the grower? Describe any financial decision-making tools your project provides.

The objective of the MSU Extension 4-H FARMtastic program is to increase awareness of agricultural production systems in Mississippi among 2<sup>nd</sup>-4<sup>th</sup> graders across the state. FARMtastic is a proven educational program that increases the awareness of participants about the importance of Mississippi agriculture. Since its beginning in 2012, FARMtastic has extended knowledge to over 50,000 students in sixty-three Mississippi counties. With support from multiple commodity groups and industry stakeholders, our program can expand and continue to bring awareness to the importance of agriculture in Mississippi.

3. List other sources of funding you have acquired over the past 2 calendar years.

Mississippi Soybean Board

Mississippi Peanut Board

The Cotton Council

Mississippi Rice Council