



Destination Ag

ABAC's Georgia Museum of Agriculture

2016-2021 Summary Report



Students are learning about pollination, and the key role that bees play in producing crops.

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Students race to answer questions during an outreach lesson.

Letter of Thanks

The Harley Langdale, Jr. Foundation provides ABAC's Georgia Museum of Agriculture the support to connect bright young learners to the vital importance of agriculture and natural resources.

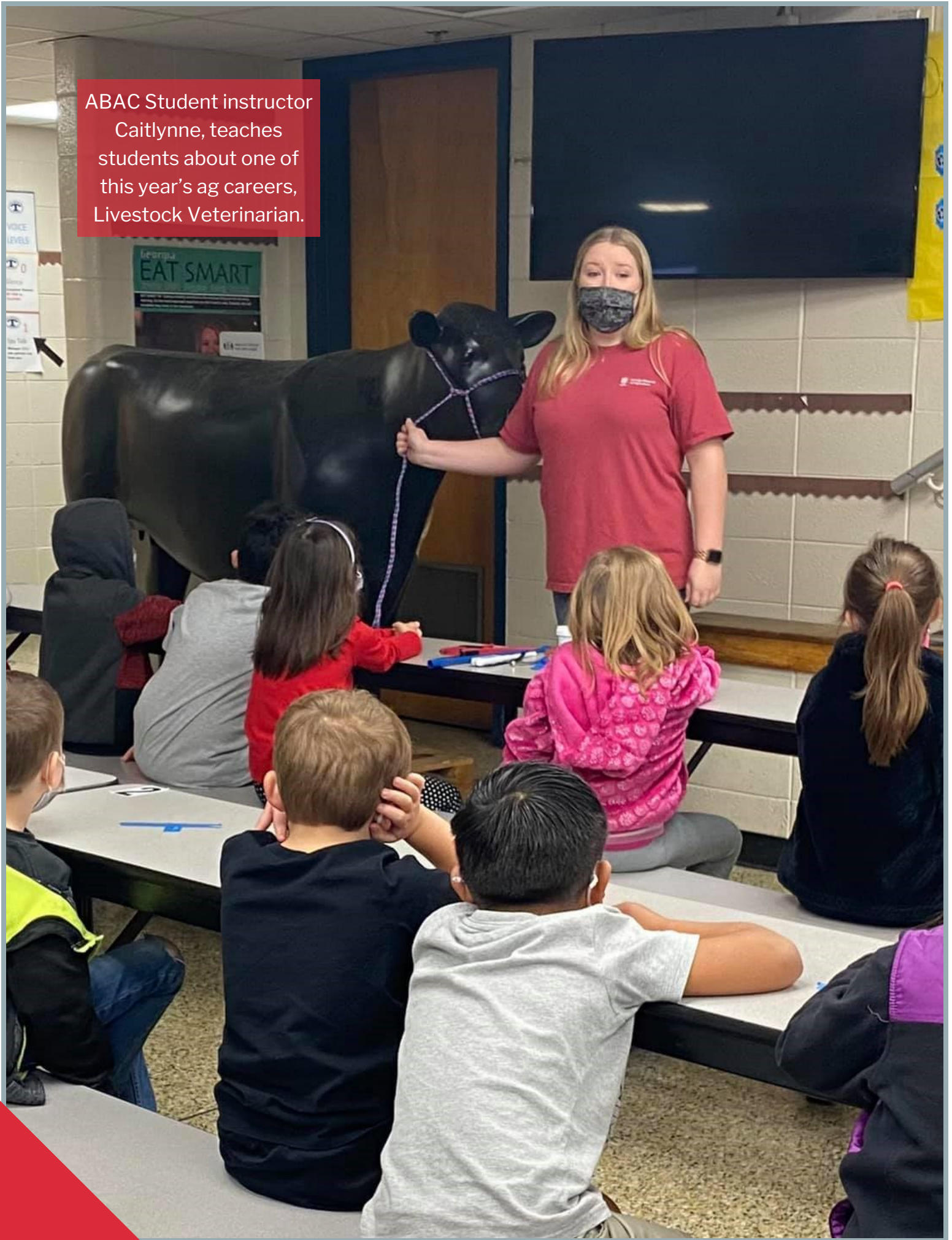
Since inception in 2016, Destination Ag has engaged over 36,000 elementary students and provided them with the opportunity to develop personal relationships with agriculture and natural resources.

In 2020–21 the global COVID pandemic had a dramatic impact on both Destination Ag and the Museum. Despite unprecedented times, Destination Ag came out of the pandemic poised to readily receive students back on campus with new lesson plans, facility improvements, and fresh learning opportunities for fall of 2021.

We appreciate your dedication and devotion in helping us ensure Destination Ag continues to provide meaningful experiences and enhances students' relationship with agriculture and natural resources.



ABAC Student instructor
Caitlynne, teaches
students about one of
this year's ag careers,
Livestock Veterinarian.



Year 5 Curriculum Adaptations

To continue programming during COVID-19, Destination Ag adapted curriculum to include virtual and outreach lessons. Lessons were divided to cover either Pre-K through first grade or second through fifth grade state standards. On-site field experiences were modified to incorporate health safety procedures, allowing schools to continue to visit the Museum if permitted. Schools unable to travel to the Museum were still able to participate in Destination Ag through newly developed virtual and outreach lessons. Virtual, live-streamed lessons provided programming to online and face-to-face classroom students. Destination Ag also visited schools and provided outreach programming for those schools allowing outside visitors.



Left: Student instructor, Erica, leads students on a hunt for insects during an on-site field trip about pollinators. Here they are examining a narrowleaf mountain mint, a favorite of bumblebees and blue-winged wasps.

Right: ANR Educator, Taylor Whitehurst presents a virtual lesson about erosion and the trouble it can cause for farmers.



Left: Students get face-to-face with earthworms during an outreach event led by student instructor Kristen. In this crops and critters lesson, students learn about soil and the many animals that make it their home.

🔥 Year 5 On-site Additions 🔥

Two miniature Hereford cows, Chula and River, were welcomed to the Destination Ag animal staff in fall 2020. These siblings introduce participants to the importance of cattle in Georgia agriculture.



A new photo opportunity is now available at the Destination Ag playground. Thanks to support from the US Poultry Foundation, this offers students and adults a fun way to capture lasting memories and foster conversations of their Destination Ag experience.



Year 5 Impact

Due to the ongoing COVID-19 pandemic, participation numbers for Year 5 were significantly lower in the fall of 2020 and spring of 2021. However, spring of 2021 did see an increase in attendance numbers as Covid restrictions relaxed.



Students enjoy a hands-on activity about erosion taught by ANR educator Ashley.

🍃 Year 5 Impact by the Numbers 🍃

Participation numbers in year five suffered at the beginning of the school year due to the pandemic. However, the spring semester's increase in numbers showed the excitement of schools wanting to continue with the program.



Over **36,000** community members impacted by public programming.

2,796 Pre-K through 8th grade field trip participants.

1,247 students received Family Farm books: 349 Tree & 898 Peach

100+ students participated in Traveling Trunks outreach programs

Most people reached through a single social media post

3,684

1,418

Combined followers on social media platforms

ABAC student instructional hours

262

Year 5 ABAC Student Instructors



“Destination Ag is an excellent way to spread my passion for agriculture and teaching.”

- Erica Lewis

Ag Education Major

Spring Instructor

“Working for Destination Ag has taught me more than I could ever imagine to learn!”

- Caitlynne Youmans

Ag Communications Major

Fall & Spring Instructor and Summer Intern



“Destination Ag has shown me my true passion for educating our community about agriculture.”

- Katie Horlock

Ag Education Major

Fall Instructor

“I love getting to see the kids when they learn new things about agriculture!”

- Kaitlyn Bullock

Business Major

Fall Instructor





“Destination Ag is always changing. I learn and experience something new every day.”

- Taylor Hodel

Ag Education Major

Fall, Spring, & Summer Instructor

“Destination Ag connects youth to nature and agriculture in fun and engaging ways.”

ABAC
Graduate!

- Kristen Nienstedt

Ag Education Major

Spring Instructor



“Destination Ag allowed me to impact so many little minds while attending ABAC!”

ABAC
Graduate!

- Chasity Denmark

Ag Education Major

Fall Instructor



Year 5 Assessment

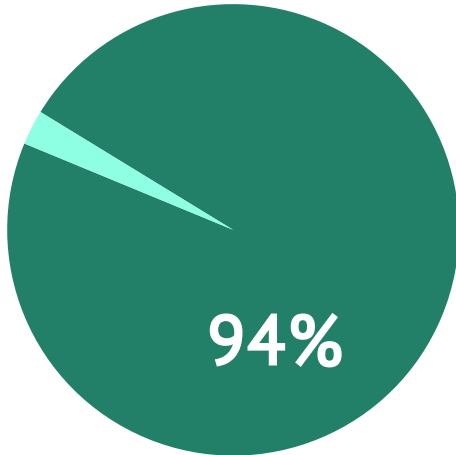
Destination Ag is continually striving for improvement. Even with the pandemic in full swing, Destination Ag was able to conduct feedback surveys and the art and writing contest with few modifications.



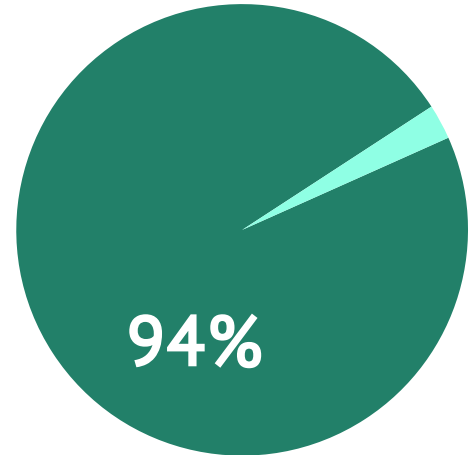
As students learn about pollination, they take turns visiting the flowers and moving pollen.

Feedback Surveys

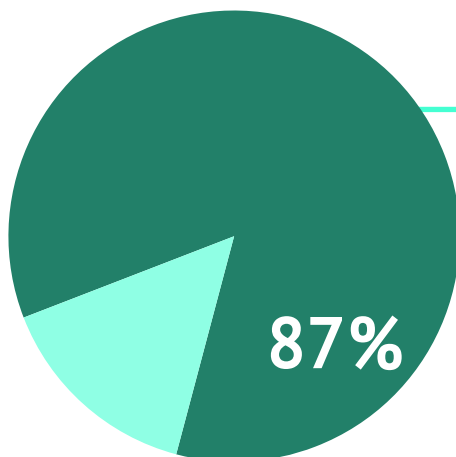
With the introduction of new program types, Destination Ag relied heavily on the post program feedback surveys to ensure these additions continued to provide a high-quality experience for all participants.



Overall, 94% of teachers thought students made connections between agriculture and their daily lives and would recommend the program to others.



Overall, 94% of teachers ranked Destination Ag as **excellent** or **good**, and there were no rankings in the okay or poor range.



Teachers noted “meeting and learning about the animals”, as well as “the hands-on and interactive” activities as being the most popular part of the program, making up 87% of the responses regarding what students enjoyed the most.



Art & Writing Contest



Each participating school district was awarded one winner in the following grade brackets: Pre-K through first, second through third, and fourth through fifth. Students were awarded \$100 and their teachers were awarded \$500.



Above: Hayley Wells displays her artwork along with her teachers Sharon Spenser and Priscilla Illian.

2020-2021 Winners

PreK-1st Grade Bracket

Tift County

Student: Brielle Wilson

Teacher: Megan Guzman

2nd-3rd Grade Bracket

Berrien County

Student: Kylie Parrish

Teacher: Christy McMillan

Colquitt County

Student: Hayley Wells

Teacher: Sharon Spenser &
Priscilla Illian

Tift County

Student: Anna Cate Day

Teacher: Caroline Bostick

4th-5th Grade Bracket

Berrien County

Student: Alexis Avant

Teacher: Rebecca
Haughton

Tift County

Student: Ava Grace Paulk

Teacher: Margaret
Matthews



Above: Alexis Avant displays her winning artwork.

Below: Anna Cate Day displays her winning artwork.



Year 5 Financials

Gift Accountability: Harley Langdale, Jr. Foundation Gift 2020-2021

	Budgeted	Expended	Remaining
Personnel Services			
Staffing Support	\$22,000.00	\$(11,340.00)	\$10,660.00
Student Instructors/Interns	\$27,000.00	\$(6,648.00)	\$20,352.00
Total	\$49,000.00	\$(17,988.00)	\$31,012.00
Operating			
Field Trip	\$119,000.00	\$(19,824.00)	\$99,176.00
Assessment	\$5,000.00	\$(4,135.00)	\$865.00
Transportation	\$5,000.00	\$(206.00)	\$4,794.00
Learning Station Development	\$15,000.00	\$(10,191.00)	\$4,809.00
Facility Development	\$30,000.00	\$(28,849.00)	\$1,151.00
Technology	\$3,000.00	\$(2,517.00)	\$483.00
Program Outreach	\$24,000.00	\$(17,894.00)	\$6,106.00
Total	\$201,000.00	\$(83,616.00)	\$117,384.00
Total	\$250,000.00	\$(101,604.00)	\$148,396.00



Financial Summary: Destination Ag 2020-2021

Personnel Services	HLFJ	ABAC/GMA	Gifts	Total
Administrative and instructional staff	\$49,000.00	\$219,492.00		\$268,492.00
Other support staff		\$7,049.00		\$7,049.00
Total	\$49,000.00	\$226,541.00		\$275,541.00
Operating				
Facility Development	\$30,000.00	\$16,424.00		\$46,424.00
Other operating expenses	\$171,000.00	\$4,000.00	\$12,500.00	\$187,500.00
Total	\$201,000.00	\$20,424.00	\$12,500.00	\$233,924.00
Total	\$250,000.00	\$246,965.00	\$12,500.00	\$509,465.00



Then (2016) and Now (2021)



During its first year of creation, Destination Ag embedded its learning stations throughout the Historic Village. It quickly became apparent the distance between learning stations combined with hot weather made the experience more difficult for the younger participants. Destination Ag's second year incorporating new shaded learning stations, a new Destination Ag educational barn, a renovated orientation and lunch facility, and more! The additions continued throughout the last three years to include exciting new exhibits, teaching materials, and additional animals. All made possible through generous donations, dedicated sponsors, and devoted partners.



2016-2021 Impact Summary

Destination Ag served over 36,000 elementary students over the past five years, providing them with an invaluable appreciation for Georgia's agriculture and natural resources. However, Destination Ag's impact is not limited to South Georgia elementary students. Teachers, parents, guardians, and ABAC students also felt the positive impact from Destination Ag. Further, through outreach events, Traveling Trunks, and My Family Farm books, Destination Ag has increased its footprint, connecting students and adults across Georgia to the vital roles of agriculture and natural resources in their daily lives.

36,590 Participants in Destination Ag on-site Programming

Participating counties, students from grades PreK-5th

12

~1,200 Participants in middle school outreach events

Participants in elementary school outreach events

920

152 Participants in FRSWCD partnership outreach events

Participants in Destination Ag public programming events

36,000+

4,160 Participants in Destination Ag Traveling Trunk lessons

Recipients of Destination Ag 'My Family Farm' books

15,665

133 Participants in professional development events

Hours of ABAC student instructional time

4,989+

2016-2021 Assessment Summary

Throughout the last five years, Destination Ag used various assessment tools to be a flexible, accommodating program that best fit the needs of teachers and students. Lessons were adjusted, new program additions were included, and the assessment tools themselves were adapted to the current environment. The following provides an overall assessment summary of Destination Ag's past five years.



We need a home to live in so we are safe.
We need Food so we don't get hungry. We need
Clothes so we won't be naked. Farmers help give us shelter,
food, and clothes. Farmers take care of animals, you can be a
farmer. For your career, Agriculture is important for us to be a



Agriculture is important to me. We can't live without food.
The air helps you breathe. I like Agriculture. It is so fun! Agriculture
has many many pets. We had fun. They have two sheep. They have
good food. I love to go here. I learned that bees live in beehives. The
people help our country. They are fun. They have flowers.
Agriculture is like a farmer college. They have tractors.
I will be a farmer because it is fun.



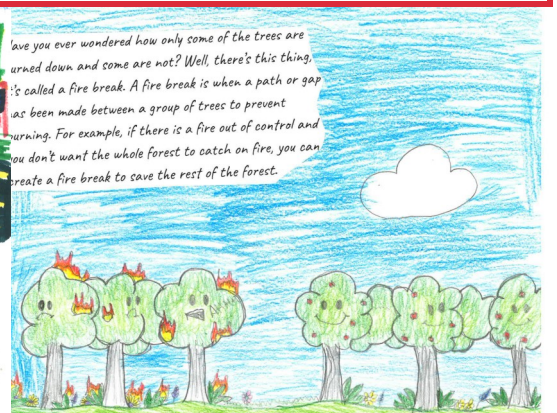
Destination Ag awarded a total of 43 student and 44 teacher awards through the Art & Writing Contest.



Agriculture is important to me because it gives us many things, and supplies.
Such as meat, vegetables, and fruit.



Agriculture is important to me
because we need food to eat
clothes to wear and House to live
in and car to drive in my favorite
food is apple and orange and milk.



Although the pre/post assessment tools have varied and been altered throughout the years, on average, the assessment tools have shown an increase in positive attitudes towards agriculture in every grade range tested.



Over the course of five years, teachers and parents have consistently agreed that Destination Ag was a program that improved children's connections to agriculture and a program that they would recommend. Throughout this time, the surveys have shown that 97% of teachers and 98% of parents agree that Destination Ag "Helped students make further connections between agriculture and natural resources and their daily lives." Additionally, 90% of teachers and parents would recommend the Destination Ag field trip to others.



Partners & Donors

Through key collaborations and partnerships, Destination Ag has continued to provide accurate representations of agriculture and natural resources while maintaining relevant educational connections. The support from industry partners remains imperative to fully realize the long term positive impact and success of Destination Ag.

Education Collaborators

- [ABAC Agriculture Education Faculty](#)
- [ABAC Beekeepers Club](#)
- [ABAC Natural Resources Faculty](#)
- [ABAC Rural Studies Faculty](#)


Industry Collaborators

- | | |
|--|---|
| • Betts Berry | • Harley Langdale, Jr. Foundation |
| • Cody Powell | • Lasseter Tractor |
| • Flint River Soil & Water Conservation District | • Moultrie Tire |
| • Georgia Agribusiness Council | • Pearson Farms |
| • Georgia Beef Board | • Raisin' Cane |
| • Georgia Blueberry Growers Association | • Southeastern Cotton Ginners Association, Inc. |
| • Georgia Cattlemen's Association | • Steve McWilliams |
| • Georgia Cotton Commission | • Stripling's General Store |
| • Georgia Farm Bureau | • Synovus |
| • Georgia Forestry Foundation | • The Dairy Alliance |
| • Georgia Peach Council | • The Langdale Company |
| • Georgia Peanut Commission | • US Poultry Foundation |
| • Georgia Pecan Grower's Association | • Weeks Honey |
| • Georgia Power Foundation, Inc | • Weyerhaeuser |

Advisory Committee

Destination Ag's Advisory Committee was created to provide feedback and advice during the program's implementation. The Advisory Committee includes local educators from the targeted counties, ABAC faculty/staff, and representation from the Langdale Company. The Committee's support is vital to Destination Ag's success.

Ms. Deidra Jackson	Vice President for Finance and Operations, ABAC
Mr. Tim Youngblood	Director of Auxiliary Services, ABAC
Dr. Darby Sewell	Assistant Vice President for Engaged Learning, ABAC
Dr. Deidre Martin	Director of Advancement, ABAC
Dr. Mark Kistler	Dean, School of Ag and Natural Resources, ABAC
Dr. Andrew Thoron	Dpt. Head, Ag Education and Communication, ABAC
Dr. Sandra Giles	Professor of English, ABAC
Ms. Robin Marcum	Superintendent, Berrien County Schools
Ms. Belinda West	K-5 Curriculum Coordinator, Berrien County Schools
Dr. Vickie Reed	Superintendent, Brooks County Schools
Ms. Staci Chastain	Curriculum Director K-5, Brooks County Schools
Mr. James Howell	Superintendent, Colquitt County Schools
Dr. Marni Kirkland	Director of Curriculum, Instruction and Learning, Colquitt County Schools
Ms. Trish Lirio	STEM Director, Colquitt County Schools
Dr. Tim Dixon	Superintendent, Cook County Schools
Ms. Joy Folsom	K-5 Curriculum Coordinator, Cook County Schools
Ms. Shannon King	Superintendent, Irwin County Schools
Dr. Vince Hamm	Principal, Echols County Elementary & Middle School
Dr. Thad Clayton	Superintendent, Irwin County Schools
Mr. Wes Taylor	Superintendent, Lowndes County Schools
Ms. Julie Klein	Curriculum Director, PreK-5, Lowndes County Schools
Ms. Barbara Boler	Education and Outreach, The Langdale Company
Mr. Adam Hathaway	Superintendent, Tift County Schools
Ms. Joanna Hand	Pre-K - 5 Curriculum Director, Tift County Schools
Ms. Tracy Ingram	Teacher, Len Lastinger Primary School, Tift County Schools
Mr. Craig Matthews	Superintendent, Turner County Schools
Mr. Nehemiah Cummings	Superintendent, Worth County Schools
Dr. Djana Goss	Director of Curriculum, Instruction and Assessment, Worth County Schools
Dr. William Cason	Superintendent, Valdosta City Schools
Dr. Alex Alvarez	Director of STEM & Science Curriculum, Valdosta City Schools

A teacher with blonde hair, wearing a red t-shirt and blue jeans, is sitting on a blue metal picnic table. She is holding a tall corn plant and pointing to its parts. A group of about 15 children are sitting on the grass in a circle, facing her. They are wearing various casual clothes like t-shirts, shorts, and hats. In the background, there is a red brick wall and a green hedge. A large yellow patio umbrella is open over the picnic table. The scene is outdoors on a grassy area.

Students identify parts of a corn plant during the Cool Crops and Crawling Critters class.



ANR Educator Taylor introduces students to one of the Destination Ag goats during the Animal Analyses lesson.



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Destination AG



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