

## FARM BUREAU FIELD TO FORK FACE-OFF GAME SHOW

<b>OBJECTIVE</b>	A fun, interactive game show style activity to encourage discussion about perceptions of food production.
<b>OVERVIEW</b>	<p>A PowerPoint template is created that allows the user to customize the questions and answers. It is designed to be like the game show Family Feud where a survey question is posed, and the two competing teams attempt to match the correct survey responses.</p> <p>A bank of survey questions is included. A group can also create their own customized set of survey questions and answers. Survey questions can be broken down into three different demographics: youth, consumers and Farm Bureau members. Keep in mind, when preparing questions and when playing the game - survey answers are opinions.</p>
<b>AUDIENCE</b>	Field to Fork Face-Off can really be utilized by a wide range of ages and audience types. Define your audience and the message you want to convey. This activity can be tailored to work at an event, in a high school classroom, at Farm Bureau member night or a consumer engagement event.
<b>PREPARATION</b>	<p>After you have determined your venue, establish how many games you will be playing. We recommend planning to play 3-4 questions for each game. Allow yourself enough time to collect survey responses if you elect to customize questions. Each survey question in the game is based on 100 responses.</p> <p>Working with your pool of questions, determine which survey questions and answers you would like to use. The PowerPoint template provides a place to update the survey question slides with the question and top responses and the order that they will be played. When reviewing the question/answers, you can also determine the number of responses that will be revealed on the corresponding slide.</p>
<b>EXECUTION</b>	<p>The right team of people is key to a successful event. Essential roles include an emcee or host, PowerPoint administrator, judges, timekeeper and scorekeepers. The emcee or host of the game should be one that is flexible and quick-thinking on their feet. A successful event is directly impacted by their ability to react, encourage the teams to have fun, and to summarize the survey question and responses to help competitors and the audience understand the implications of how the opinions and perceptions compare to the reality of modern food production.</p> <p>The PowerPoint template includes many commands and prompts that create a professional presentation and an enjoyable experience. The PowerPoint administrator should familiarize themselves with the functions ahead of time to ensure a smooth presentation. Due to the nature of responses, delegating a judge(s) will help determine answers that would be accepted. We recommend the planning group review the questions ahead of time to discuss potential range of acceptable answers.</p>
<b>TIMELINE</b>	Identify the steps of the event so that you allow enough time to customize for your needs. Determine how you will promote and populate the teams and question bank. Depending on the scope of event, more time may be needed to allow for enough promotion time and receiving survey question responses.
<b>BUDGET</b>	Monetary costs associated with the event are minimal. The event is delivered via a PowerPoint template that is video projected or shown on a monitor. Depending on the venue, audio/visual access could have a potential cost. Additional costs would be for awarding prizes, promotional costs and a thank you gift for the emcee, host and other supportive individuals.