



Where Pigs Fly Farm

America's only Pig Museum to include Agricultural Museum

Narrative 1 of 7

Project Justification 1 of 3

The need and problems the Agricultural Museum will address, and how identified.

According to the Missouri Department of Agriculture, Missouri has an \$88 billion dollar agriculture industry. It is home to nearly 100,000 farms, covering two-thirds of the states total land acreage and supporting many of the states top agricultural commodities including soybeans, corn, cattle, hogs and turkeys. The agricultural industry employs nearly 400,000 people across the state. **Despite these numbers there are still thousands of individuals who do not know where their food comes from, or the career possibilities that await them in the agriculture related fields.**

Over the next three years, the WPFF will strive to offer visitors more than just a visit to the country where they can visit America's only pig museum, see farmers at work and interact with farm animals. The farm will offer a full agricultural experience with educational exhibits and interactive kiosks. Visitors will learn about the farming of yesteryear, today and the future of agriculture products, how the world is fed and how they can prosper with a career in agriculture.

The lack of interest in agriculture as a career has become a major concern in the United States. The AMT's goal is to give visitors an insight into agriculture and the career opportunities that exist. A 2016 online survey, conducted by ORC International's CARAVAN® Geographic Omnibus on behalf of Land O' Lakes, shows there's a startling lack of young people planning to work in the agriculture industry. When compared to other industries, respondents were least likely to indicate that they have or would consider a career in agriculture, (6 percent).

<https://www.landolakesinc.com/lolinc/media/Pdf/Press%20Releases/2016/3-15-16-FINAL2.pdf>

USDA job reports underscore these findings: more than 20,000 agriculture jobs go unfilled each year. Despite this fact, the majority of surveyed respondents (54 percent) think it is difficult or very difficult for recent college graduates to get a job in agriculture. "We will need to produce more food in the next 40 or 50 years than in the previous 500 years combined," said Lydia Botham, executive director, Land O'Lakes Foundation. "Our priorities are clear – **we must focus on attracting the next generation of Ag workers to the highly skilled, well-paid career opportunities. Failing to do so may lead to severe consequences.**" By putting a focus on agricultural education programs, the WPFF will aid in promoting a strong future for agriculture in the United States.

Others who are addressing these needs.

Organizations such as the Future Farmers of America (FFA) and Agriculture Future of America (AFA) are two of the most recognized organizations that promote Agriculture as a career. However, these organizations are not readily accessible to all individuals. The WPFF has a unique opportunity to capture an audience broader than organizations such as these. Though the WPFF is located in Linn, MO—smalltown USA—it is just 20 minutes from Jefferson City, two hours from Saint Louis and three hours from Kansas City, the farm which is centrally located in Missouri, is also centrally located in the United States. The WPFF has enabled over 10,000 visitors a year to enjoy farm life—visitors that range in ages from 1 to 99 and come from all socioeconomic, geographic and cultural backgrounds. The WPFF also prides itself in the number of adult daycare fieldtrips it hosts to individuals with disabilities.



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Practices the AMT has used, and will use, in developing the Agricultural Museum.

In developing the Agricultural Museum we have ensured that all involved understand every aspect of the project. We encourage feedback and apply the ideas that the group feels will improve the project. The schedule of completion and cost estimates have been based off projects that have been completed at the WPFF over the past 9 years. To ensure the Museum standards are high, all team members will be required to sign-off on each stage of the project. The progress of the museum will be transparent to all. The WPFF website will be used to post all progress, the project budget, time and any project changes. Individuals will be encouraged to give their feedback to the AMT. Results will also be shared via community meetings, conference presentations, press releases, social media and marketing materials.

Those who will benefit from the Agricultural Museum.

Individuals and communities from around the world will benefit from the Agricultural Museum addition. Agriculture is the basic source of food supply for all countries throughout the world. Whether underdeveloped, developing or developed, all living things around the globe rely on agriculture to sustain their lives. According to Mark Holderness, executive secretary of the Global Forum for Agricultural Research, *"Many individuals also rely on agriculture as a means of income, from farmers to restaurant owners, from researchers to food distributors."* WPFF museum and website visitors will be made aware of the career opportunities in the agriculture fields. Increased access to education and new forms of agriculture-based enterprise means that young people can be a vital force for innovation in family farming—increasing incomes and well-being for both farmers and local communities. Young people can transform the agriculture sector by applying new technologies and new thinking.

How the Agricultural Museum advances our institution's strategic plan.

The AMT strives to build upon the success of the WPFF as a successful nonprofit organization. In 2010 when founder, Cindy Brenneke, started the nonprofit, her ambition was to educate and introduce children to farm life. This clear and focused mission has remained the same throughout the years. The addition of the Agricultural Museum is another step forward in making this mission even more complete. Expanding to include an Agricultural Museum, which highlights agriculture as an intellectually stimulating and economically sustainable career, promotes the WPFF plan of providing visitors with an insight into agriculture, with the goal of attracting more individuals to careers in agriculture related industries.

How the Agricultural Museum addresses the goals of the Museums for America.

The WPFF will prove to be a critical resource in helping advance, support and empower individuals with information concerning agriculture, with the goal of increasing the number of those who seek an education in agriculture and ultimately employment in agriculture related fields—facilitating the IMLS vision of transforming the lives of individuals and communities.



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How the Agricultural Museum will address diversity and inclusion.

The WPFF will promote the pursuit of new information, encourage a spirit of inquiry, and build collective knowledge focusing on the agriculture field. With the addition of the new interactive educational exhibits, kiosks, e-newsletter, website, library and meeting/training facility the WPFF will be a great source for organizations and colleges to also further their missions of promoting agriculture. These additions will serve to better educate, not only the visitors of the WPFF, but individuals throughout the world. The publicly published data will give everyone access to all of the data collected and distributed in the Agricultural Museum. This in turn, may also encourage individuals from other countries to seek an agricultural education in the United States.

Project Work Plan 1 of 4

Specific activities, including evaluations we will carry out.

Scaling the WPFF to include an Agricultural Museum will be accomplished from September 1, 2020 through September 1, 2023 in three, year-long phases:

Year One In the first year, the **Primary Education Center** will be built in the livestock barn loft, with directional signs placed on the farm. The students of Missouri University of Science and Technology in Rolla, designed the remodel of the loft the Fall of 2019, they also designed the layout of the loft and Education Center. Construction on the barn loft began December 2019. (*SupDocs1&2*)

Year Two In the second year, the **Dairy Barn** will be set up to showcase the dairy industry of the past, present and future. **Oinkin' Hall**, will feature farm implements of today and yesteryear, with interactive kiosks tracing the story of those who worked the land in the past and showing how the land is worked today. (*SupDocs5 & 6*)

Year Three In year three, the WPFF will complete all exterior exhibits. This will include the livestock and poultry kiosk, animal exhibits and farm animal cutouts. (*SupDocs7-11*)

Gathering Information. The AMT will reach out to past visitors to find out how the WPFF may better serve them within the team's mission, to become a more educational facility and promote agricultural careers. In an effort to attract new visitors, the team will also research the expectations of families and schools who have not yet visited. Online surveys will be posted. The survey results will be analyzed to assist in future expansion additions and development of future exhibits. Plan modifications will be made accordingly.

Criteria for Exhibits. (*Designed around feedback received from interviews and surveys*) All exhibits will meet the following criteria;

- Offer learning experiences to individuals of all ages, backgrounds, and circumstances.
- Encourage exploration, analysis, and questioning of the agriculture industry and careers.
- Cultivate critical thinking, creativity, communication, and collaboration.
- Encourage individuals to consider careers in agriculture.

Evaluation. Each task listed in the *Schedule of Completion*, must be approved by each of the ATM team members before moving forward to the next associated task.



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Project Work Plan 2 of 4

Risks associated with the Agricultural Museum addition.

Though there are risks with every project, the AMT does not foresee any risk associated with the Agricultural Museum addition, that cannot be overcome. The biggest risk would be the loss of Brenneke, the founder and executive director. As she has in the past and will continue to do, Brenneke donates all of her time and personal resources for the success of the Where Pigs Fly Farm. In the event of Brenneke's death, The Where Pigs Fly Camp, LLC is the sole beneficiary of her \$250,000 life insurance policy, 62.7 acre Farm, museum and all personal assets. This includes two income properties, a nine acre farm located in Owensville, Missouri and a four acre farm located in Gerald, Missouri. With the additional funds of the life insurance policy and rental properties, Board members are expected to hire individuals to replace Brenneke and continue operation and expansions of the WPFF.

The planning, implementing and management of the Agricultural Museum addition.

As the project manager, Brenneke will be responsible for overseeing the planning, implementing and managing the addition of the Agricultural Museum. She is dedicated to making the Agricultural Museum one of the best in the nation. It was Brenneke who created and continuously expands and promotes America's only Pig Museum and the farm animal rescue and sanctuary located at the WPFF. *(These have been built, without the help of government assistance.)* From fundraiser to planner and contractor, with a degree in Industrial Science Education and years of experience in construction, marketing and owning businesses, Brenneke knows what is required to take a project from start to finish.

Bringing together the partners.

The AMT strives to successfully collaborate with experts, community partners, visitors and others to create an Agricultural museum which provides a rich learning opportunity for all. Working with the individuals and companies listed will broaden the team's understanding of the best practices in building the museum and how to best serve the public. Collaboration with the partners below will assist in promoting their agenda, as well as that of the Agricultural Museum. *Ultimately, each of us has the desire to share Agricultural information with the world. The Agricultural Museum will bring all of these resources together in one location that is easy for individuals to access via the farm or website.*

The museum's advisory committee

Martha Ray, Community Organizer, Central Missouri Community Action

John Gulick, County Engagement Specialist, University of Missouri Extension

Eric Janssen, Owner, Janssen Building & Development Corp., Inc.

Potential advisory members

Ryan Klatt, Agriculture Department Chair, State Technical College

Terry Shepherd, FFA Department Head, Linn High School

Jeff Suthoff, FFA Department Head, Blair Oaks High School



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Currently collaborating with these schools/organizations on WPFF projects

- MO University of Science & Tech
- State Technical College of Missouri
- Osage County Agritourism
- University of Missouri
- Central Missouri Community Action
- Naturally Meramec

Potential collaboration partners

- United States Dept. of Agriculture
- Missouri Department of Agriculture
- Agriculture Future of America (AFA)
- Farm Progress/Missouri Ruralist
- Missouri Poultry Federation
- Missouri Corn Growers Assoc.
- Missouri Ag News
- Missouri Dairy Assoc.
- Missouri Farm Bureau
- Agricultural Cooperative
- Missouri Beef Council
- Missouri Wines
- Monsanto Company
- Missouri Farmers Care
- Missouri Sheep Producers
- Missouri Pork Association
- Buttonwood Farms
- Missouri Historical Society

WPFF Financial resources

Total matching funds over a 3 year grant period from 09/01/20 – 09/01/03 **\$415,509**

Based on cash income of \$220,509, In-Kind contribution of \$195,000

Visitor Admission Fees: \$155,859 over a 3 year period

\$52,500 (2021)/\$55,125 (2022)/\$48,234 (10 months 2023)

Based on 4,500 adult admissions @ \$5 and 10,000 child admissions @ \$3 in 2020

5% yearly growth

Gift shop: \$18,650 over a 3 year period

\$6,000 (2021), \$6,600 (2022), \$6,050 (10 months 2023) 10% yearly growth

Annual Fundraisers: \$12,000 over a 3 year period

Past events have brought in an average of \$2,000 profit per event, expect to remain the same

AirBnB and other overnight guests: \$34,000 over a 2 year 10 month period

Currently averaging \$1000/month, expect to remain the same

Brenneke's contribution of time: \$195,00 over a 3 year period

This is based on an annual income of \$65,000

The excess matching funds will be utilized to fund the WPFF local construction projects that complement this grant request for educational exhibits.

Through the comprehensive list of partners, (See Project Work Plan in the Narrative 3 of 7) the AMT will be discussing potential sponsorships of specific components within the overall project. Likewise, the AMT will utilize the partners contact networks to identify other funding streams from foundations and public sector grant opportunities.

Tracking the progress of the Agricultural Museum

The application Trello will be used to track the progress of the Agricultural Museum addition. The AMT, exhibit fabrication personnel, volunteers and advisors have access to the program, making it possible for each individual to track the progress of the expansion.



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Sharing the results and progress of the Agricultural Museum

The AMT will share the project's results by publishing regular progress reports on the WPFF website, www.WherePigsFlyFarm.com and e-newsletter. Facebook, Instagram, LinkedIn, TikTok, Twitter and any other new social media platforms that may arise, will also be used to share the progress and promote the expansion with the public. Additionally, close media partnerships make it possible for the AMT to make announcements in newspapers, magazines and television as the museum continues to grow.

Project Results 1 of 2

The Agricultural Museum's intended results and how it will address a problem.

It is our goal to support the Agricultural industry by offering education, training, outreach and mentoring programs to enhance the sustainability of the next generation of agricultural careers.

Changing the knowledge, behavior and attitudes of individuals.

By adding an Agricultural Museum with interactive educational exhibits, various displays, agricultural library, meeting rooms and classes for visitors of all ages, we will highlight and promote agriculture as an intellectually stimulating and economically sustainable career, with the goal of encouraging individuals to pursue a career in agriculture.

Barriers others may face in developing an Agricultural Museum.

One of the biggest advantages the WPFF has in creating an Agricultural Museum is that we are an actual farm. The WPFF has already invested over \$270,000 in the past four years to provide a facility that offers rich learning experiences to individuals of all ages, backgrounds, and circumstances. The money was invested in remodeling buildings, creating exhibits, building fences, improving roads and building a small lake. The farm also cares for around 500 animals—livestock and poultry. There are also 18 acres of property which is being used for crops. Adding the museum to an existing farm, which already has a strong visitor base, ensures a much higher success rate.

Strengthening the WPFF internal capacity.

Adding an Agricultural Museum, to the already popular destination spot, will not only give the WPFF yet another way to enhance the lives of visitors but will also increase the visitation numbers, increasing revenue and allowing us to offer jobs to those seeking a career in an agriculture related industry.

Data Collection.

The evaluation team will collect and report data from visitors that corresponds to the IMLS Performance Measure Statement. Upon departure visitors will be asked to complete a short survey on one of the WPFF Survey Kiosks or on their own mobile device.



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Project Results

Survey will ask the following questions;

Name, Phone Number, Email Address, State, Age, Sex

Please send me your monthly newsletter. yes no

I have been to the Where Pigs Fly Farm (WPFF) before. yes no

I am interested in becoming a volunteer. yes no

Additional questions will require one of the following answers;

Strongly Agree, Agree, Neither Agree, nor Disagree, Disagree or Strongly Disagree

1) My understanding of agriculture has increased as a result of visiting the WPFF.

2) My interest in agriculture has increased as a result of visiting the WPFF.

3) I may be interested in a career in agriculture as a result of visiting the WPFF.

4) I am confident I can apply what I learned while at the WPFF.

5) I will likely visit the WPFF again.

6) I will recommend that others visit the WPFF.

Reports will contain the number of participants, number of total responses, number of responses per answer option and number of non-responses. Individuals responding "yes" to the monthly newsletter will be added to the newsletter email list. Those responding "yes" to becoming a volunteer will be asked to submit a resume.

Measuring Success.

Once the Agricultural Museum project has been completed, the AMT will use the following performance indicators to determine that the expansion has been a success:

- Visitation, increase 20% yearly
- Newsletter subscriptions, increase 25% yearly
- Volunteer participation, increase 25% yearly
- Repeat visitors, increase 25% yearly
- WPFF income, increase 30% yearly
- Interest in Agriculture, increase 25% yearly

Base figures will be compiled December 2020

Tangible products resulting from the Agricultural Museum addition.

- Directional Signs (3 • \$1,533)
- Bookcases (15 • \$5,700)
- Display Cases (40 • \$22,800)
- Library Tables & Chairs (10 • \$5,000)
- Survey Kiosks (2 • \$900)
- Exterior Animal Exhibits (6 • \$3,810)
- Antique Implements (10K budget)
- Interactive Displays (45K budget)
- 50" Roku TV (4 • \$1,200)
- Interactive Kioks (4 • \$22,845)
- Farm Animal Cutouts (9 • \$3,888)
- Total Tangible: \$122,676**

Sustaining the benefits of the Agricultural Museum addition.

The WPFF has a proven record of sustainability. The income received from visitors, donors, fundraisers, gift shop and the property's AirBnB has not only sustained the farm but has given us the ability to improve and expand, since the move to Linn, MO in 2015. Each year the income has continued to grow. The AMT anticipates that this trend will continue as popularity grows and additions are made.