

2021 Iowa State Fair-Category 1: Sponsorship Innovation-Iowa Beef Industry Council

Two-fold objective: To enhance consumer engagement at the Little Hands on the Farm replica Cattle Barn plus reach beyond the demographic traditionally targeted by the Iowa Beef Industry Council at the Iowa State Fair.

The Iowa Beef Industry Council (Iowa Beef) has been a sponsor of the Little Hands on the Farm replica Cattle Barn since 2012. For the 2021 Iowa State Fair, alongside this year's 12 other Little Hands' sponsors (12 being the most we've ever had), Iowa Beef went above-and-beyond to design, print and install brand new, eye-catching beef-educational graphics for the replica Cattle Barn. The goal of Little Hands on the Farm is to provide an educational experience for our youngest urban and rural Fairgoers regarding life on the farm. Annually, between 25,000 and 35,000 youngsters wander the Little Hands path accompanied by their parents, siblings, grandparents, and Fair-going friends.

As a second, new engagement this year, with the goal to target a more specific, younger demographic, Iowa Beef embraced a new type of Fair special event that we introduced in 2018 and repeated in 2019 that specifically targets a millennial-aged audience. Iowa Beef sponsored Fair After Work: Beef, Beer & BINGO, a new special event held during the Fair on August 17 from 6 pm to 8 pm. The event was a huge success! More than 130 participants (58 teams of between 2 and 6 participants) competed in a beef-educational, Fairgrounds-wide, eight-stop scavenger hunt experience that began at the new Iowa Craft Beer Tent location. At every stop along the path, participants answered beef-related questions before moving on to the next stop. Stops included Cattlemen's Beef Quarters (beef as food),

Animal Learning Center (calf birthing process), Super Bull (example of Fair competitions), Little Hands replica Cattle Barn (agriculture education), Gammon Barn (breed diversity), to name a few (see BINGO card below). The event concluded at the popular Iowa Wine Tent where the BINGO cards were tallied and the winning teams were announced.

The Iowa State Fair is working diligently to attract and engage a millennial-aged audience. These Fair After Work (held from 6-8 pm) and Fair After Dark (held from 9 to 11 pm) events have successfully drawn and engaged a younger audience to the Fair. Between 125 and 250 individuals have participated in each of the six events held in 2018, 2019 and 2021.

For this year's inaugural Fair After Work event, Beef, Beer & BINGO participants enjoyed adult fun (including adult beverages and beef-theme snacks), but more importantly, they gained insight into where their food comes from in an easy-going, entertaining way. Combining consumer education with a small amount of competition tossed in certainly made things exciting.



Old Cattle Barn graphics



New 2021 Cattle Barn Graphics



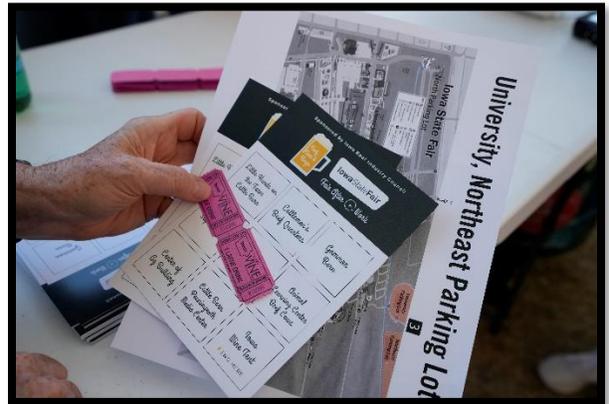
Event admittance ticket



Event BINGO Card



Participants check in at one of the scavenger Hunt stops



Iowa Beef Industry Council staff welcome participants to the event