



MSU EXTENSION TEACHES THE IMPORTANCE OF MICHIGAN AGRICULTURE AT PUBLIC EVENTS ACROSS THE STATE

93,000+

people attended MSU Extension Breakfast on the Farm event since 2009

1,154

people learned about horses at the 2025 Breakfast on the Farm at the MSU Horse Teaching and Research Center

9

events provided ag literacy to the public in 2025

PRIORITY

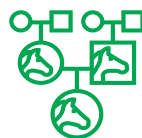
A R E A S

Michigan has a vast agricultural industry, but most consumers are two to four generations removed from farming. The 2022 census data from the USDA National Agricultural Statistic Service reported the average age of all producers in Michigan was 56.5, while new or beginning farmers, defined as someone with 10 or fewer years of experience, represent nearly 33% of Michigan farmers.

A need exists to educate consumers about general agriculture and farming practices to help them understand how and where their food is produced. MSU Extension provides the public with research-based agricultural education aimed at increasing their understanding of how livestock are raised while strengthening community confidence in local food and farm systems. When families interact with agriculture, they gain knowledge that can support informed decision-making, encourage youth interest in animal science and contribute to a resilient agricultural sector.

IMPACTS

MSU Extension increases transparency to connect with and educate the public about general animal husbandry and the safety and healthiness of food production from animal agriculture, while advocating for and identifying new marketing alternatives between producers and consumers.



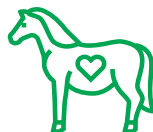
76%

BOTF respondents reported increased knowledge of the Michigan equine industry



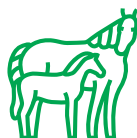
70%

BOTF respondents reported increased knowledge of horse management and care



82%

BOTF respondents intend to share what they learned with others



98%

BOTF respondents expressed interest in future equine-related educational opportunities

HAY FOR HORSES, PANCAKES FOR PEOPLE: HANDS-ON LEARNING AT THE 2025 BREAKFAST ON THE FARM EVENT



MSU Extension partnered with the MSU Horse Teaching and Research Center and community volunteers to host the 2025 Breakfast on the Farm event, the first horse-focused program in the program's history. More than 1,500 people attended the free, family-friendly experience, which included a pancake breakfast followed by a self-guided tour featuring educational stations on horse care, health, nutrition, facility management, behavior, transportation and manure management. Additional youth activities such as a scavenger-style quiz, mock stick horse show and hands-on stall cleaning created interactive learning opportunities. Agricultural commodity groups, local organizations and more than 60 volunteers supported the event through demonstrations, educational displays and visitor engagement.

“Amazing event—so well organized and great community relations. Thank you!”

Breakfast on the Farm attendee

“Excellent setup and examples. Breakfast was a great draw. Viewing historical photos was educational. Talking with the volunteers was educational plus enlightening. Seeing the horses was the best!”

Breakfast on the Farm attendee

“We attended our first Breakfast on the Farm in 2015. We've enjoyed ourselves immensely, always walking away with greater appreciation of Michigan agriculture.”

Breakfast on the Farm attendee

MSU EXTENSION EDUCATORS PARTNER WITH ALLIED INDUSTRY REPRESENTATIVES TO SPREAD KNOWLEDGE TO ELEMENTARY STUDENTS AT PROJECT RURAL EDUCATION DAY

Michigan Farm Bureau hosts Project Rural Education Day (Project RED), an annual ag literacy field trip for elementary students across the state of Michigan. County Farm Bureaus across the state host respective Project RED events within their counties. These events often involve collaboration with MSU Extension educators who deliver educational information about agriculture to kids. The purpose of these events is to teach kids

where their food comes from, how it is produced and who is involved with producing it. Educational stations at the events include topics like beef and dairy production, pollinators, pigs, sheep and goats, crops, drones and other agricultural equipment. In 2025, MSU Extension educators assisted with Project REDs in several Michigan counties.

PROVIDING EDUCATIONAL MATERIAL AND HANDS-ON LEARNING OPPORTUNITIES FOR PARTICIPANTS ATTENDING THE MICHIGAN STATE FAIR



The Michigan State Fair generously provided MSU Extension with a large exposition space to provide program information and hands-on activities to over 200,000 folks attending the fair. This opportunity allowed MSU Extension to interact with fairgoers and answer a wide range of agricultural questions. Similar events that provided ag literacy expositions were the Upper Peninsula State Fair and 4-H Day at the Breslin.