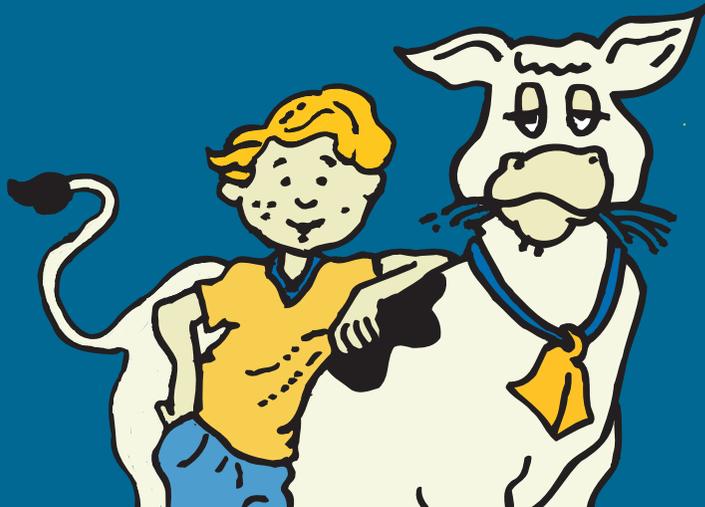


Does Chocolate Milk Come From Brown Cows?



Kids & Kows & More

Experience the world of agriculture

Agriculture is all around us. Without it, there would be no food on our tables or clothes on our backs.

Essentially, agriculture is our link to the earth, and it is our duty to continue to learn more about it in order to protect it. Only 2 percent of our population is tasked with the responsibility of farming to feed the masses. That's not a lot, so it's important to pass on the importance of maintaining the precious resources we have in agriculture.

When you look at the entire American work force, there are only 21 million people who are employed in an agricultural profession.

Roughly, that's about 18 percent of us who take care

of our basic necessity while others can concentrate on finding a cure for cancer through medical research,

or furthering space exploration, or any other given career that helps to make our world a better place for our generation, and generations after us. If there were no farmers to tend to the fields, or cows to produce milk

and dairy products, we would not be here. What better reason do you need to learn more about agriculture?



WHAT AGE GROUP OF STUDENTS DOES KIDS & KOWS & MORE TARGET?

Preferably - 3rd and / or 4th grade.
Sometimes 2nd and 5th grade depending on the circumstances.

HOW ARE EXPENSES PAID FOR?

Each individual event is responsible for their expenses. However, seed money is available. The program specialists assist in building budgets and planning fund raising.

HOW MUCH DOES IT COST TO PUT ON A KIDS & KOWS & MORE EVENT?

That is determined by local organizers. Each community is different and will have different needs & wants.

WHAT IF FUND RAISING EFFORTS FALL SHORT OF EXPENSES OCCURRED?

The program, through Southwest Dairy Farmers, underwrites the Kids & Kows & More events.

HOW LONG DOES A KIDS & KOWS & MORE EVENT LAST?

Generally 2 - 3 hours, which would include 5 - 7 events.

HOW DO YOU INVITE PARTICIPANTS TO COME TO THE EVENT?

The specialist team will put a brochure together with your help that can then be sent to local elementary schools.

HOW MANY STUDENTS CAN COME TO A KIDS & KOWS & MORE EVENT?

Hopefully at least 500 per day and maybe as many as 1500 per day depending on the area and situation.

IS THERE A CHARGE FOR COMING TO THESE EVENTS?

There is no charge to the schools that attend.

IS THERE A MINIMUM ATTENDANCE REQUIRED IN ORDER TO HAVE A KIDS & KOWS & MORE EVENT?

No. 500 is only a goal to work toward.

Bringing Agriculture To Life

Teaching children the importance of agriculture in their lives is best done through demonstration. That's the philosophy behind Kids & Kows & More, which gives school age children in grades 3 through 5 a real-life awareness and understanding of our food production system, and how agriculture impacts their lives every day. With our Mobile Dairy Classroom, and our Kids & Kows & More events, kids gain a wider understanding of what life is really like on a farm, and how that impacts our world and our future.

This agriculture literacy program is an excellent use of time and resources for kids, schools, and parents.

Even more exciting is the fact that this ongoing program can offer you a tested, educational tool and professional support at no cost to your school or organization. Through the generosity of sponsors like the Texas AgriLife Extension, Southwest Dairy Farmers, Oklahoma State Extension Service and New Mexico Cooperative Extension Service, Kids & Kows & More has been helping to teach the values of dairy and agriculture for more than seventeen years. The program is managed by full time Extension professionals and is strongly supported by the cooperating sponsors in the way of funding, equipment, and leadership.



Contact Sandra Pierce at 915 872-8791 or e-mail her at s-pierce@tamu.edu to find out more about this life-impacting program.



KIDS & KOWS & MORE IS SPONSORED BY

