

AgriCulture

Innovating for Our Survival



**A mind-blowing, myth-busting farming
exhibit that will change the world.**



With a mission of inspiring children and adults to see beyond, Discovery Park of America opened its doors on November 1, 2013. Since then, more than two million visitors from around the world have experienced the museum and park that is a combination of history, science, technology, agriculture, arts and more in an interactive, hands-on learning environment.

EXHIBIT OVERVIEW

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On October 22, 2020, Discovery Park of America, a 50-acre heritage park and 100,000-square-foot museum located in the Midsouth United States, will open an exciting new experience in the organization's 8,900-square-foot Agriculture Center.

While most in the agriculture industry strive to make the best use of resources to meet the demands of a growing population, falsehoods and misinformation continue to flourish in a world where fiction and propaganda can be spread with the click of a mouse on a computer or the touch of a finger on a mobile device.

“AgriCulture: Innovating for Our Survival” will tell the story of farming innovation in the past, present—and especially—future in a fun and interactive way. Visitors of all ages will gain an understanding of how food and fiber get from the farm to the family, and the role technological, scientific and genetic innovation in agriculture plays in society and culture around the world.



“By 2050, with the global population expected to reach 9.8 billion, our food supplies will be under far greater stress.

Demand will be 60% higher than it is today, but climate change, urbanization, and soil degradation will have shrunk the availability of arable land, according to the World Economic Forum. Add water shortages, pollution, and worsening inequality into the mix and the implications are stark.”

—**Joseph Hinks**, Middle East Correspondent, TIME



The Discovery Center boasts over 100,000 square feet of space featuring ten unique galleries. Interactive and fun experiences await visitors, including a large collection of dinosaurs, a glass-floored observation tower, a giant “human” slide and more.

THE CHALLENGE

Over 2.1 million farms dot America's rural landscape and about 99 percent of U.S. farms are operated by families, individuals, family partnerships or family corporations. Because these farm and ranch families comprise just 2 percent of the U.S. population, many people today live their entire lives and never actually meet a real farmer or even see crops growing in a field.

This absence of firsthand knowledge has led to a population of consumers with a severe lack of understanding of even basic principles of agriculture and who is a farmer today. This contributes to an environment where misinformation, propaganda and sensational news reports and advertising can be presented to the public as fact.



“People are always surprised when I tell them I am a farmer.”

So few people today ever actually meet those of us who grow the food they eat and products that are used to make their clothes. The days of every farmer being an old man on a tractor are long gone.”

—**Emily Workman**, farmer in Union City, Tennessee





Discovery Park of America is conveniently located in Union City, Tennessee, in Obion County, a region known for its agriculture innovation. The total market value for all farm products annually for Obion County is over \$150 million. On average, farmers in Obion County produce 75,000 acres of corn, 105,000 acres of soybeans, and 20,000 acres of wheat. Obion county is the largest corn producing county in the state, producing over 12,500,000 bushels per year.

THE CHALLENGE (CONT.)

Today, the world of agriculture includes professionals working in a variety of fields to maximize the impact farmers can have with the resources available to them.

This complex system has evolved over time through experimentation and innovation. Applying what has been learned so far—and continuing to invest in agricultural innovations—is the key to solving the competing challenges farmers face today: providing food and nutrition security while combating climate change, along with the enormous responsibility to sustainably manage our natural resources.

At Discovery Park of America, we believe one of the most important tools in securing food and fiber for tomorrow is educating the public today.

“Make no mistake, farmers are some of the most intelligent, educated, climatically aware and hardworking people on the planet—

and focused on developing new, innovative and environmentally sustainable ways to continue to feed, clothe and fuel us all.

As farmers, we don't always get to have meaningful conversations with people outside of our own agricultural bubble ... it is only by listening to each other that we create understanding, empathy and stronger communities.”

—**John Gladigau**, Executive Director at Bulla Burra Farm, Australia





The heritage park at Discovery Park of America includes an 1800s gristmill, log cabins, a 120-year-old church as well as a train station with a locomotive and cars. **“AgriCulture: Innovating for Our Survival”** will be housed in the 8,900-square-foot Agriculture Center, pictured in the upper right.

OUR SOLUTION

Discovery Park of America is uniquely positioned to share the story of innovation and agriculture and—working with educators at the University of Tennessee at Martin, exhibit designers at Solid Light, and others—we will produce a creative museum experience unlike anything else in the world.

From state-of-the-art interactives and films to hands-on activities and artifacts that tell the stories of farming, visitors will leave the exhibit empowered with information to make their own decisions about agriculture.

“Innovation & technology are essential to nourish the world.”

—**David W. MacLennan**, Chairman & Chief Executive Officer, Cargill

From the World Economic Forum, *Innovation with a Purpose: The role of technology innovation in acceleration food system transformation*, January 2018



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Root Stories

Discover past innovations, from tools and machines to new crops and nutrients, and how they changed culture and the world

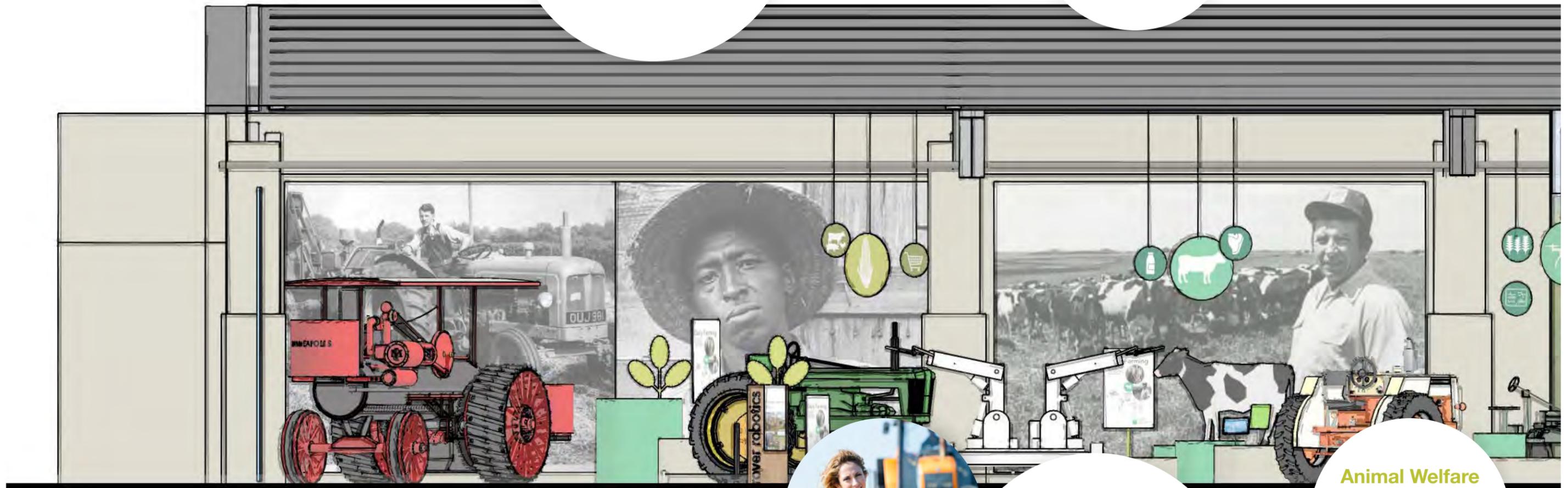


Sustainability

Discover the real meaning of this word in farming today and its role in the future

Farming 101

Learn how shifts in government policy, weather and public opinion can make or break the success of a farm



Careers in Ag

Explore the various jobs available now and in the future as we innovate to feed and clothe the world



Faces of Farming

Meet farmers who challenge stereotypes and excel in many fields from meteorology and business to science and technology

Animal Welfare

Find out more about the farms where animals like chickens, hogs and cows are raised to become food



The Hi-Tech Farm

Explore today's radical farming methods, from drones and GPS to robotic harvesters

Chemical Reaction

Take a deeper dive into the role chemicals play in a healthy farm

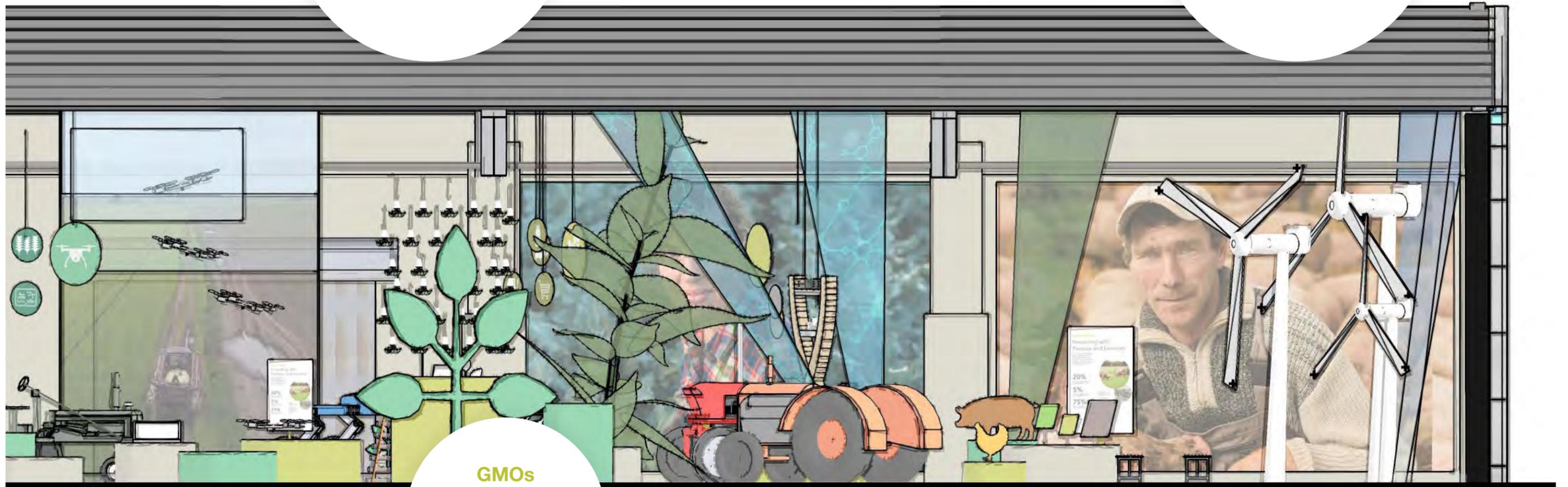
Speak Out

Share your thoughts on farming and the role agriculture plays in your own life and community



Growing Our Future

Step into farming's future with immersive media about innovative farmers



GMOs

Separate fact from fiction on possibly the most misunderstood topic in agriculture today

Global Agriculture

Explore the role of international agriculture and the impact farming plays in communities around the world

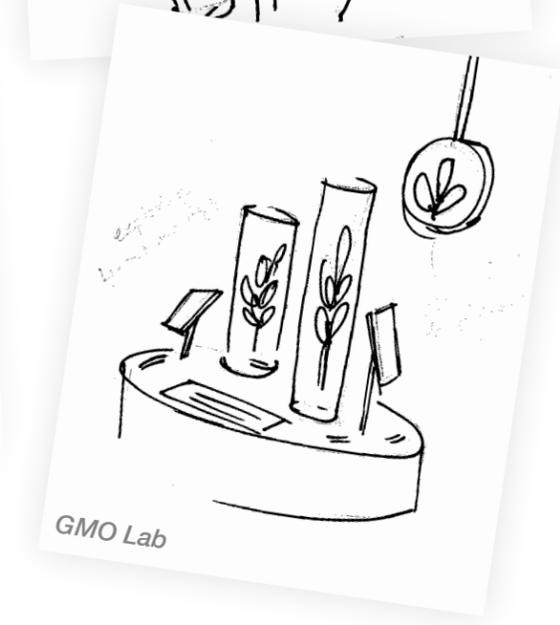
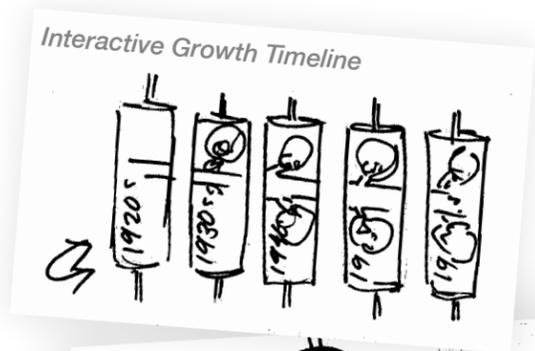
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EXHIBIT CONCEPT



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Transforming the visitor's understanding of modern farming

This mind-blowing, myth-busting interactive farming exhibition will offer multiple opportunities for visitors of all ages to become informed consumers and learn more about the incredible and necessary innovations taking place in agriculture. The transformative experience will make an emotional connection with visitors and provide them with a greater understanding of the importance agriculture plays in feeding and clothing the world—today and in the future.

The future of our planet literally depends on it.

Help us change the world.

MUSEUM

Discovery Center, Discovery Park of America's iconic 100,000-square-foot museum, showcases ten exhibit galleries focused on topics like Native American history, the military, natural history, regional history, science, space, technology, art, transportation and more.

Guests experience:

- Theater simulation of the early 1800s earthquakes that created the beautiful landscape in this region
- 20,000-gallon aquarium revealing the underwater life of Reelfoot Lake
- Dinosaurs, fossils and prehistoric artifacts
- Military equipment, vintage automobiles and an actual Titan missile ready to launch
- Interactive displays focused on science, technology, engineering and math—and dozens more hands-on experiences

HERITAGE PARK

The 50-acre outdoor heritage park includes a man-made river flowing through the extensively-landscaped property, along with waterfalls, bridges and other water features. Guests experience:

- Reproduction of a turn-of-the-century town with a working gristmill, windmill and one-room school house
- Japanese, European and American gardens
- Authentic 120-year-old church
- Vintage train station and depot with locomotive, cars and caboose to explore inside and out
- Liberty Hall including a replica of the Liberty Bell
- One-of-a-kind, nature-inspired playground experience featuring a PlayOdyssey Tower, log steppers, log balance beams, hillside climbers, slides and a mini zip line
- Ag Center showcasing the agricultural traditions and heritage of this region
- Log cabins, farm buildings, equipment and family items providing a glimpse into rural life in the 1800s



**“Nothing else like
it in the world.”**

— Thomas Bailey Jr., The Commercial Appeal

The mission of Discovery Park of America, a premier world-class museum and heritage park located in Union City, Tennessee, is to inspire children and adults to see beyond. Included in the complex is a 50-acre heritage park and a 100,000-square-foot museum featuring ten interactive exhibit galleries with additional space for temporary exhibits from around the world. Discovery Park of America is a 501(c)(3) public charity funded by generous individuals, corporations and foundations including its principal funder, the Robert E. and Jenny D. Kirkland Foundation.

For more information visit discoveryparkofamerica.com