
AgriCulture: Innovating for Our Survival

Experience Plan

Discovery Park of America

November 13, 2019

Revised January 3, 2019

solid|ght

AgriCulture: Innovating for Our Survival

Visitors will experience a fun, highly interactive exhibit that:

- Explores the role of agriculture in our global society
- Separates fact vs. fiction and truth vs. propaganda
- Presents the challenge of sustainability: providing enough food, fuel and fiber for a growing population with shrinking resources
- Discusses careers in agriculture today and in the future

Sections:

- Introduction: Why Innovation?
- What Makes a Farm a Farm?
- Who is a Farmer Today?
- How Will Innovation Yesterday and Today Lead to Our Survival Tomorrow?

Repeated elements throughout the exhibit:

1. Faces of Farming Today: A diverse and inclusive selection of those working in agriculture from around the world will be presented through storytelling, photos, videos and direct quotes (supplemented with public programs, educational classes and events). Guests touring the exhibit and those exposed to content online will get to know—and experience their passion firsthand—the men and women who have chosen careers in agriculture.

2. Myth-Busting: Hands-on, interactive experiences and visually engaging moments that separate fact from fiction and contribute to a more informed consumer.

3. Agriculture by the Numbers: Infographics, maps, charts and graphs relating to farming and agriculture create “Wow! I had no idea” moments.

4. Through the Lens of the Future: Elements showing how innovations in science and technology are being used today to sustainably help farmers provide the world more food, fuel and fiber.

5. A Closer Look: Stories from agriculture that shed light on various topics and support the overall story of innovation.

Story Map

Repeated elements

1. Faces of Farming Today
2. Myth-Busting
3. Ag by the Numbers
4. Through the Lens of the Future
5. A Closer Look

----->
Voice of the farmer carries through the experience



Content Matrix

SECTION	KEY LEARNINGS	STORIES	MAJOR COMPONENTS
<p>Introduction: Why Innovation?</p> <p>Visitors are introduced to the topic of innovation in agriculture and the crucial need for solutions as farmers create more with less for a growing population.</p>	<ul style="list-style-type: none"> • Today, most farmers are utilizing innovative applications of science and technology to provide more food, fuel and fiber to a growing population while using less of our shared natural resources. • By 2050, the production of these products must double to support an estimated population of 10 billion. • Agriculture is an exciting area of our global society filled with talented men and women using science and technology to feed, fuel and clothe the world. 		<ul style="list-style-type: none"> • Logos of major partners • Special thanks to UTM professors who helped vet the content • Monitor Wall with video and photos communicating the story of innovation in agriculture • 2020: 10 Farmers Changing the World Monitor— Every October, a committee will identify and spotlight a diverse selection of individuals around the world making a big global impact in the world of agriculture-related science and technology
<p>What Makes a Farm a Farm?</p> <p>Broaden the concepts of a “stereotypical farm” from a place with a red barn and cows in a field, introducing all the different ways and places agriculture exists in the world today.</p> <p>Introduce the various types of crops and livestock through the lenses of innovation.</p>	<ul style="list-style-type: none"> • Agriculture is a major part of global society and culture. • Agriculture is a significant part of our global economy. • There are major STEM principles taking place in agriculture today. • Exploration of Row Crops: Soybeans, Corn, Cotton, Tobacco and Hemp • Exploration of Livestock: Pork, Poultry, Beef, Dairy and Bees • The business of agriculture 	<ul style="list-style-type: none"> • Sarah Bellos, Stoney Creek Colors – A Closer Look • Hippos • Henry Ford and Soybeans • Meat Substitutes • Tom McCutchen and No-till Farming • Corn in Popular Culture • Henry Wallace and Hybrid Corn • Tosh Farms • Giffin Farms • Gray Poultry Company • C&W Farms • Foster Brothers • Got Milk? Advertising campaign • Biofuel • Bees 	<ul style="list-style-type: none"> • For each of the row crops include a display of items made from those crops with special focus on innovation • For each of the livestock sections include a farm that farms them with special focus on innovation • Digital World Map Monitor Wall showing stats relating to both U.S. and global “farms” today and predicted trends • Three VR/AR stations allowing visitors to visually explore different types of farms • Large Pinch-and-Zoom Interactive Map showing types of crops growing around the world at that moment

Content Matrix

SECTION	KEY LEARNINGS	STORIES	MAJOR COMPONENTS
<p>Who Is a Farmer Today?</p> <p>A fun exploration of real farmers and others working in agriculture today.</p>	<ul style="list-style-type: none"> • “Farmers” and others who work in agriculture vary in their demographics • Farmers have to stay up to date on many aspects of science and technology and have to be experts in areas like chemistry, meteorology, finance, technology, etc. • Agriculture offers many rewarding opportunities for fun and exciting careers that allow for an important contribution to the world. 	<ul style="list-style-type: none"> • Agriculture and Social Media: Clips and images of some of those working in agriculture who have used their voice on social media to advocate for agricultural issues or educate their audiences on different areas of farming. Let these individuals’ passion and high energy represent the industry • John Deere and fashion 	<ul style="list-style-type: none"> • Display/sculpture using photos of farmers and those working in agriculture taken from around the country • WTCE’s “Live Green Tennessee” content: 10 of their spotlights on Tennessee farmers and farms edited down to 3 minutes each • Farmers and Giant YouTube Monitor Wall looping fun, passionate, enthusiastic clips of videos from farmers posted on YouTube • Agriculture Hashtags Monitor with real-time posts from farms around the world using hashtags like #farm, #farmlife, #farming, #aglife, etc. • Careers in Agriculture Game • Real-time commodities pricing and a ticker with agriculture related headlines from business news sources • “How Would Your Farm Do?” Interactive game letting visitors choose the crop or type of livestock and answer multiple choice questions to see how well their farm would do • Agriculture by the Numbers • John Deere and Fashion (Agribusiness)
<p>How Will Innovation Yesterday and Today Lead to Our Survival Tomorrow?</p> <p>Since the beginning of mankind, individuals using tools and different methods of providing food and clothing for families have embraced innovation of the past, applied what they have learned, and created new, innovative tools and methods of farming.</p> <p>Today, the challenge is greater than ever before as a growing global population combined with shrinking resources means farmers must find ways to create more with less.</p>	<ul style="list-style-type: none"> • The meaning and modern application of: <ul style="list-style-type: none"> - Precision Agriculture - Soil health - GMOs - Sustainability - Water usage - Social responsibility - Animal health - Hydroponic farming - Weather • The use of modern agriculture tools: <ul style="list-style-type: none"> - Drones - Tractors - Sprayers • What is next in Agriculture 	<ul style="list-style-type: none"> • Stories that show the ways innovation in the past and today have impacted the overall culture OR how the innovation was a result of what was happening in the culture. <ul style="list-style-type: none"> - The Boll Weevil - George Washington Carver - The Dust Bowl and Lloyd Nobel - The Cotton Gin - USDA Beltsville Small White Turkey - John Deere - Norman Ernest Borlaug - Golden Rice - John E. Franz, Roundup and Roundup Ready • Agriculture of the Future: Danforth, 80 Acres and AgLaunch 	<ul style="list-style-type: none"> • Innovation Timeline incorporating both graphics and objects from the collection • Innovation Agriculture Education Mainstage with flexibility for teaching, presentations, looped video, special events, etc. • The most modern tractor today next to a progression of older tractors from our collection • Drones and drone footage showing how farmers are using them today • Climb-in Tractor Cab with pre-set imagery loaded to provide the feel of being in a modern tractor today • Interactive Learning Lab targeting K – Third Grade • Display of The Old Farmer’s Almanac compared to weather prediction tools today • Focus on soil and how various crops grow • Section for AgLaunch to demonstrate potential innovation coming
<p>Exit</p> <p>Exit Donor Recognition Wall to include major partner logos (in addition to entrance) but also 1” names of others who donated any amount.</p>			

Mood



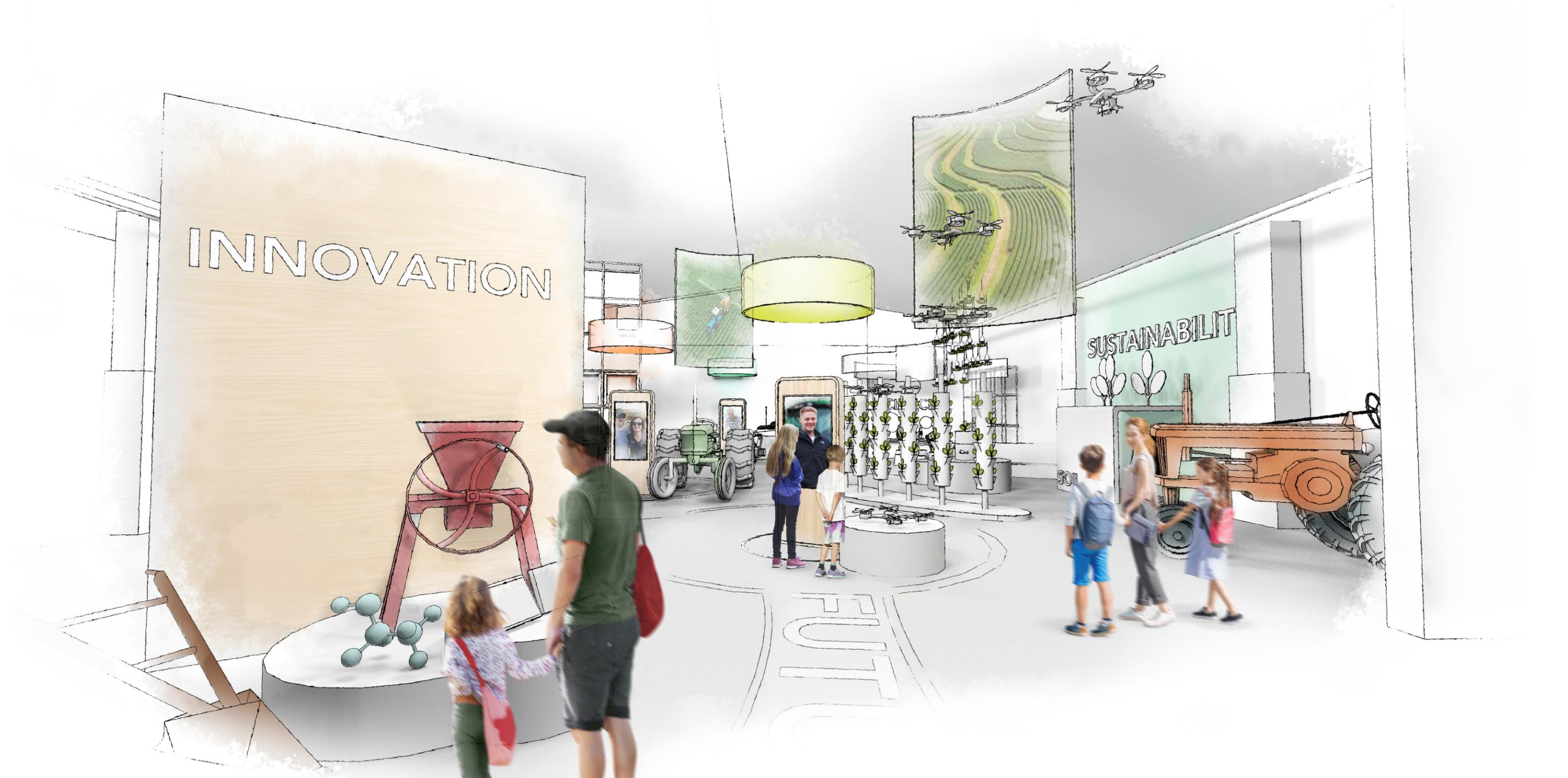
Concepts



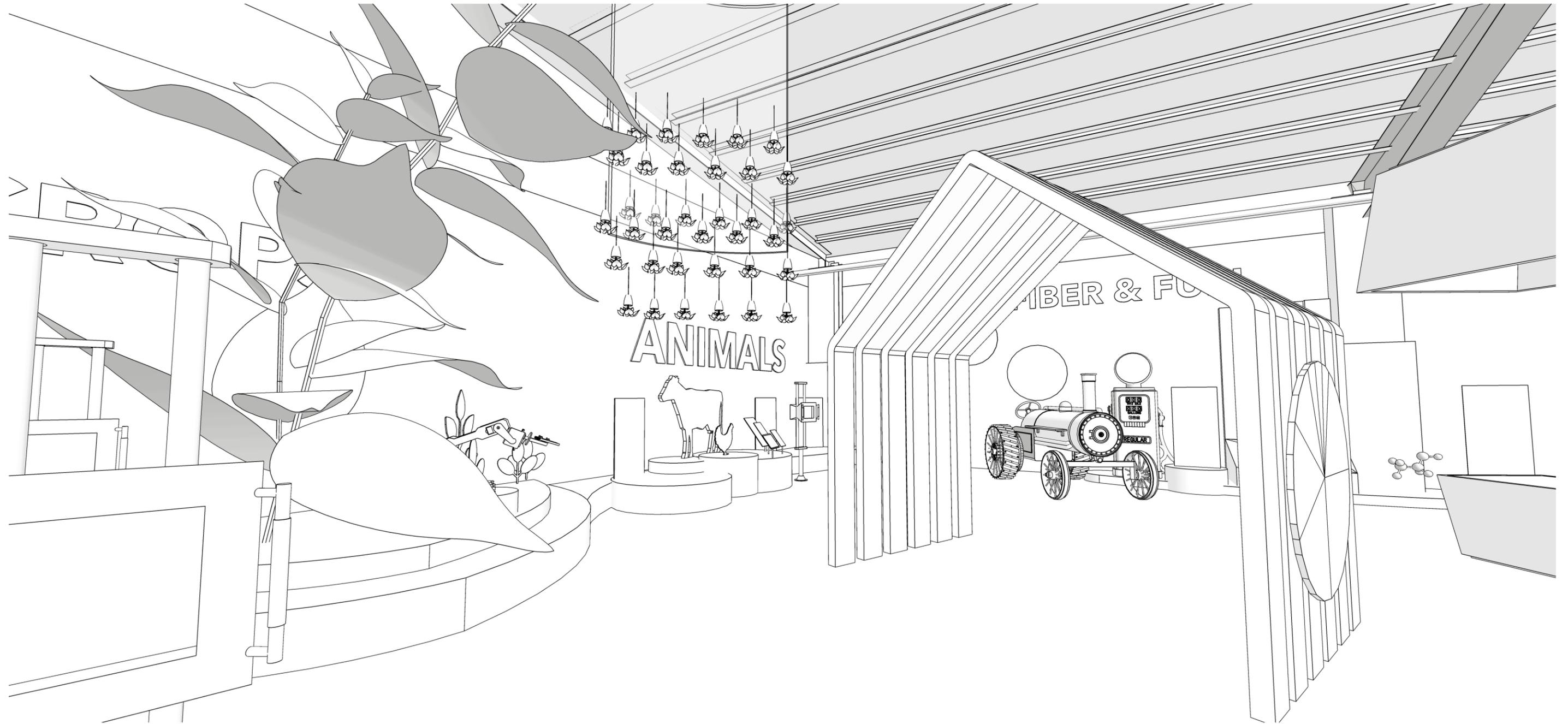
Concepts



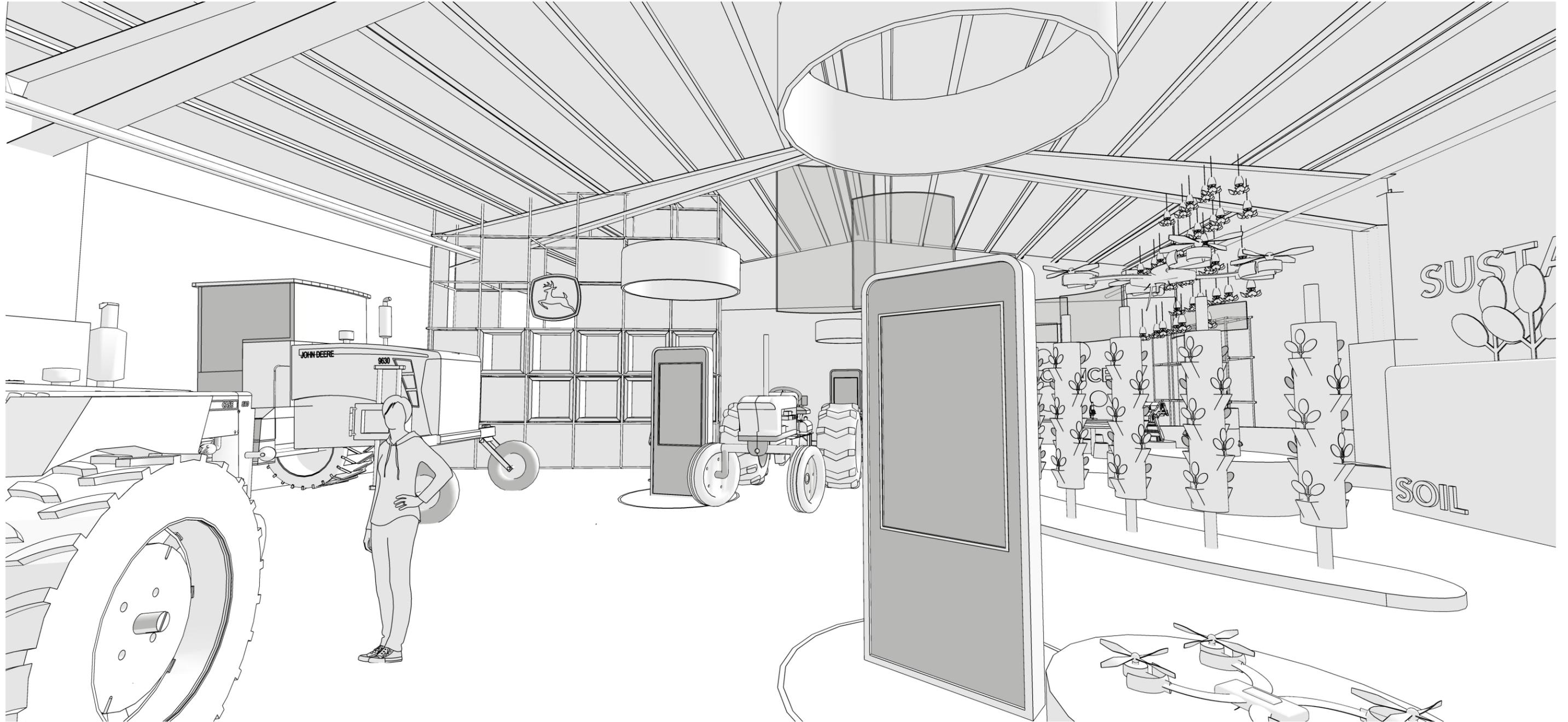
Concepts



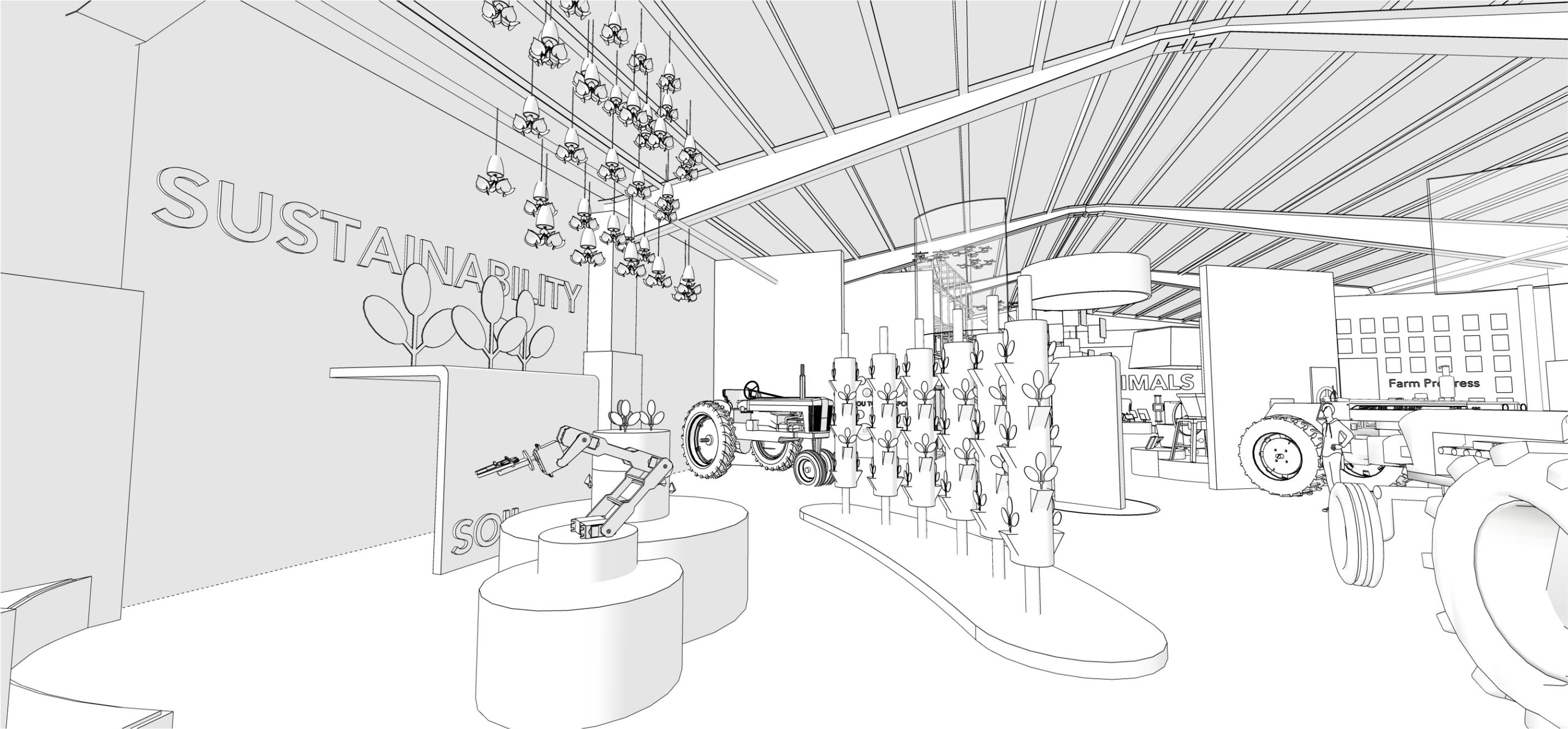
Concepts



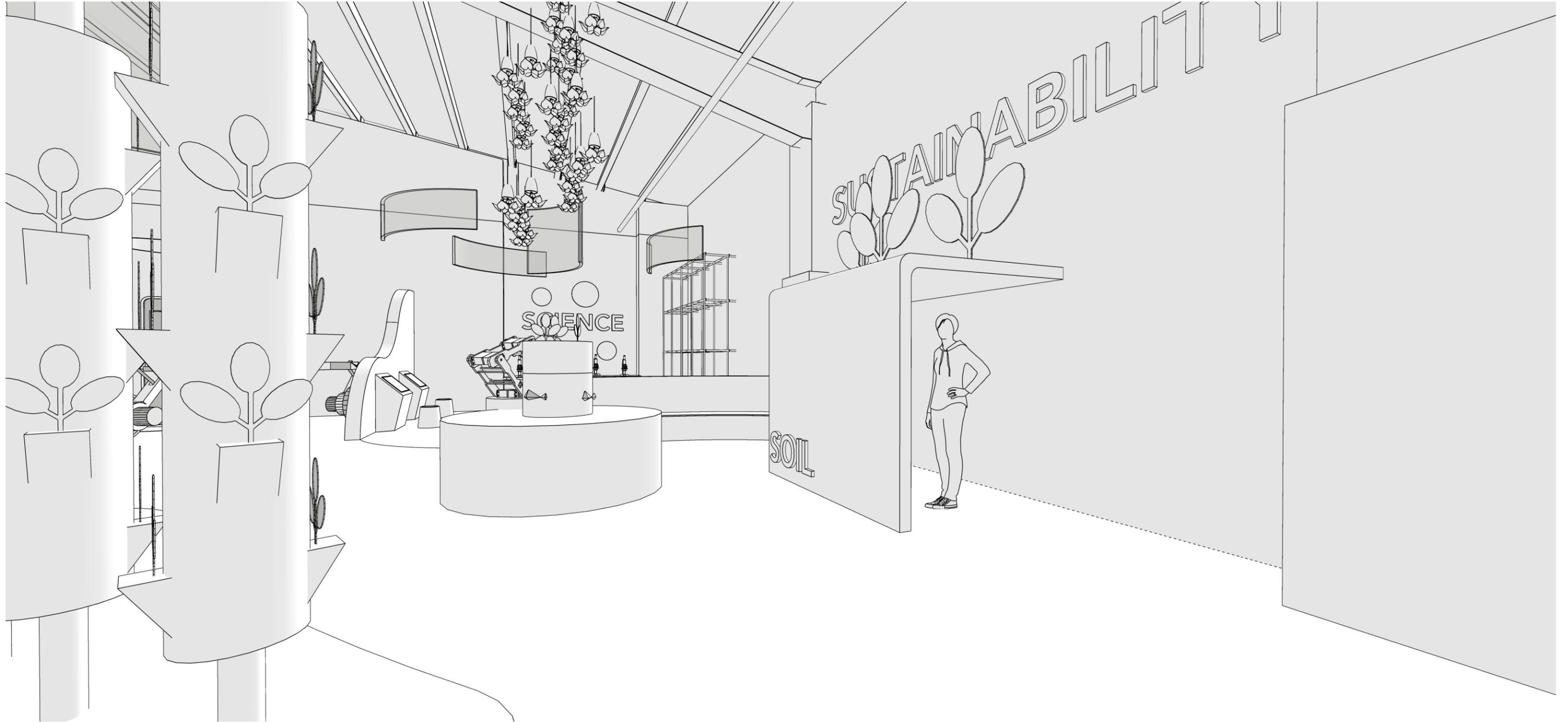
Concepts



Concepts



Concepts



Concepts



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

**We design and build destinations where
people connect with stories and each other.**

solidlight-inc.com

800 South Fifth Street, Louisville, KY 40203

502.562.0060