Sponsorship includes:
- Agriculture in the Classroom
- Douglas County Farm Bureau
- Midwest Dairy Association
- Nebraska Ag Relations Council
- Nebraska Agri Business Club
- Nebraska Beef Council
- Nebraska Corn Development, Utilization and Marketing Board
- Nebraska Pork Producers Association
- Nebraska Soybean Board
- Omaha Agribusiness Club
- Papillion Grange No. 401
- University of Nebraska Agricultural Research and Development Center
- University of Nebraska Extension in Saunders, Lancaster and Douglas/Sarpy Counties

Our Mission...
To increase youths’ knowledge and understanding about agriculture concepts by cooperatively bringing together several disciplines.

Our Goal...
The goal of the Ag Literacy Coalition is to help youth, primarily from urban communities, become aware of agriculture. The group develops resources and opportunities that will increase youth understanding and awareness about agricultural concepts.

Over 20,500 students learn about the importance of AGRICULTURE!

As communities continue to urbanize, youth are losing touch with Nebraska’s greatest resource - AGRICULTURE. The Ag Literacy Coalition seeks to bring youth back in touch with agriculture by hosting Agricultural Literacy Festivals in the fall and spring.

The first fall festival was held in 1996 at the University of Nebraska Agricultural Research and Development Center (ARDC) near Mead, Nebraska.

The one-day event served as a pilot project for 200 Omaha Public School sixth-graders. It has since grown to four days annually and hosted up to 950 fourth-grade students, primarily from Douglas, Sarpy and Saunders Counties.

Over 14,550 students have attended the fall festival from 1996-2015.

In an effort to reach more urban youth, a spring festival was added in 2001 at the Lancaster County Event Center in Lincoln. This festival is primarily for Lancaster County youth. It, too, started as a one-day festival and has grown to 2 days. Over 6,000 students have attended the spring festival. At the festivals, students learn about beef production/products, ruminant nutrition, dairy production/products and nutrition, grain production/products, farming technology, swine, poultry, and Nebraska ag, natural resources and food in general. Horses, goats, and horticulture have also been included in some years.

Busing continues to be a major expense, but is vital to the success of the festivals.

The 2014 festivals included more hand-on activities, livestock, and food samples.

New technology sessions

Blender bikes for making smoothies

Direct link from ag to products game

Students and teachers consistently give the festivals excellent reviews!