Outcomes:

Youth and adult consumers

A diverse U.S. agricultural industry annually produces about $159 billion in toward GDP, netting a positive $37.4 billion trade balance. Approximately 21 million U.S. workers (or about 15% of the total U.S. workforce), are in food and fiber industries. There are approximately 54,000 annual jobs in agriculture but only about 29,000 students—a 45% gap—are graduating in directly related degree programs.

The world has a secure, safe, and land use—while sustaining our planet. More food will have to be produced in the next 50 years than the past 10,000 combined. The U.S. agricultural industry provides the very sustenance of life and without it no society can survive. Agriculture impacts the food, health, environment, technology, and well-being of all. By 2050 it is projected the world’s population will reach 9 billion people requiring agriculture production to double—with less land and water—while sustaining our planet. More food will have to be produced in the next 50 years than the past 10,000 combined.

The world has a secure, safe, and land use—while sustaining our planet. More food will have to be produced in the next 50 years than the past 10,000 combined. The U.S. agricultural industry provides the very sustenance of life and without it no society can survive. Agriculture impacts the food, health, environment, technology, and well-being of all. By 2050 it is projected the world’s population will reach 9 billion people requiring agriculture production to double—with less land and water—while sustaining our planet. More food will have to be produced in the next 50 years than the past 10,000 combined.

The needs of agricultural industry annually produces about $159 billion in toward GDP, netting a positive $37.4 billion trade balance. Approximately 21 million U.S. workers (or about 15% of the total U.S. workforce), are in food and fiber industries. There are approximately 54,000 annual jobs in agriculture but only about 29,000 students—a 45% gap—are graduating in directly related degree programs. A majority of consumers—youth and adults—do not have a fundamental understanding of agriculture or how agriculture impacts their lives. In order to meet the challenges of the future, it is imperative that youth and adults are informed consumers, advocates, and policymakers.

The world has a secure, safe, and land use—while sustaining our planet. More food will have to be produced in the next 50 years than the past 10,000 combined. The U.S. agricultural industry provides the very sustenance of life and without it no society can survive. Agriculture impacts the food, health, environment, technology, and well-being of all. By 2050 it is projected the world’s population will reach 9 billion people requiring agriculture production to double—with less land and water—while sustaining our planet. More food will have to be produced in the next 50 years than the past 10,000 combined.

The world has a secure, safe, and land use—while sustaining our planet. More food will have to be produced in the next 50 years than the past 10,000 combined. The U.S. agricultural industry provides the very sustenance of life and without it no society can survive. Agriculture impacts the food, health, environment, technology, and well-being of all. By 2050 it is projected the world’s population will reach 9 billion people requiring agriculture production to double—with less land and water—while sustaining our planet. More food will have to be produced in the next 50 years than the past 10,000 combined.

The needs of agricultural industry annually produces about $159 billion in toward GDP, netting a positive $37.4 billion trade balance. Approximately 21 million U.S. workers (or about 15% of the total U.S. workforce), are in food and fiber industries. There are approximately 54,000 annual jobs in agriculture but only about 29,000 students—a 45% gap—are graduating in directly related degree programs. A majority of consumers—youth and adults—do not have a fundamental understanding of agriculture or how agriculture impacts their lives. In order to meet the challenges of the future, it is imperative that youth and adults are informed consumers, advocates, and policymakers.
Assumptions
1. A majority of the U.S. population is not agriculturally literate.
2. Opinions—not facts or evidence—sometimes drive decisions.
3. There is a decrease in graduates entering agricultural careers.
4. Paid staff are able to effectively train educators and implement the logic model.
5. Curriculum and resources are high-quality, rigorous, and linked to education standards.
6. All materials and activities are science-based and experiential.
7. Consumers have an increased interest in their food choices and availability.

External Factors
1. Teachers lack time to add to their prescribed curricula.
2. Information available to the public is not always scientifically based.
3. Human and financial resources differ across states and programs.
4. Public and private funds may or may not be adequate.
5. The general public is not informed and/or concerned about the looming food crisis.

USDA Conference on an Agricultural Literacy – Logic Model Development Committee
National Institute of Food and Agriculture, U. S. Department of Agriculture
Dr. Nancy Valentine, National Program Leader, 4-H and Agriculture in the Classroom

Cooperative Extension
Dr. Jill Walahoski, Associate Extension Educator, 4-H Youth Development, University of Nebraska-Lincoln

Agriculture in the Classroom
Ms. Deanna Karmazin, State Coordinator, Nebraska Agriculture in the Classroom
Ms. Diane S. Olson, Director of Promotion and Education, Missouri Farm Bureau Federation
Ms. Monica Pastur, University of Arizona Cooperative Extension, Maricopa County
Dr. Debra Spielmaker, Associate Professor, Utah State University Extension; Applied Sciences, Technology & Education

U.S. Department of Education, Agricultural Education & FFA
Dr. Steve A. Brown, Educational Program Specialist, U.S. Department of Education and National FFA Advisor & Board Chair
Mr. Jay Jackman, Executive Director, National Association of Agricultural Educators
Mr. Tony Small, Director, Partner Services, National FFA Organization

American Farm Bureau Foundation
Ms. Angela Mayfield, Education Director, American Farm Bureau Foundation for Agriculture

---

1Agriculture is broadly defined to include agriculture, food, and natural resources. This would include all of the industries, processes, and resources involved in the production and delivery of food, fiber, and fuel that humans need to survive and thrive.


6Agricultural Literacy is defined as having the ability to understand and communicate the source and value of agriculture as it affects our quality of life.