Let's Play

New and improved ag online game launched.

The American Farm Bureau Foundation for Agriculture launched its new version of "MyAmericanFarm.org," a free online interactive gaming platform that focuses on third- through fifth-grade students. The new version offers more agriculture-related games and activities for youth coupled with additional educator resources.

Ranch name

Nat'l Angus Finals Sale

Peak Dot Ranch Ltd.

Quartermaster Creek

RR Ranch Bull Sale

Sitz Angus Bull Sale

North Alabama Bull Test Sale

Ohio Angus Fall Female Sale

River Hills Ranch Dispersion

Rutledge Angus Calf Sale

Skinner Ranch Bull Sale

Stevenson's Diamond Dot

Tanner Farms PT Bull Sale

Wehrmann-Donnell Bull Sale

Whitestone-Krebs Fall Round Up

Tennessee River Music

Sunset Ridge Farms

South Dakota Gold Elite Angus Female Sale

Triple B Angus/Knoll Ranch Dispersion

Whitestone-Krebs Generations of Quality Sale

XCR Angus Dispersion & Schalek Simmentals Dispersion

"One of the main things we tried to do was not only provide these games, but also provide resources and ways to search the site so educators can find information easily by subject matter and agricultural themes and topics," said Curtis Miller, director of education for the foundation. "We also have fun family activities for when kids come home from school and they have that time on the computer."

The foundation has expanded the original five games in My American Farm to 12 and added in-the-classroom fieldtrip videos, e-comics, interactive quizzes and many other fun features. Some of the games include: "Ag Across America," "Keys to Stewardship,"

"Harvest This!" and "Farmers' Market Challenge."

Ranch location

Las Vegas, NV

Cullman, AL

Newark, OH

Leedey, OK

Platte, SD

Nolan, TX

Farmer City, IL

Harrison, MT

Deadwood, SD

Jamestown, TN

Shugualak, MS

Fort Payne, AL

Abilene, TX

Gordon, NE

Gordon, NE

Madison, SD

North Platte, NE

Hobson, MT

Hall, MT

Wood Mountain, SK

2010 sale date

12/10/2010

12/11/2010

12/11/2010

12/2/2010

12/4/2010

12/17/2010

11/10/2010

11/27/2010

12/2/2010

12/13/2010

11/5/2010

11/29/2010

12/17/2010

12/4/2010

11/27/2010

12/4/2010

12/1/2010

11/7/2010

11/6/2010

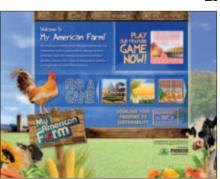
11/28/2010

Also new to the website is the feature "Passport to Sustainability," a passport for students to download on their first visit to the site with printable rewards at the completion of each game. When they collect all 12 rewards they have a full passport.

Some of the fun family activities include step-by-step instructions on how to build a rain gauge and car trip bingo, which encourages kids to look for agricultural structures and animals during those long car rides.

All of the games and activities are subjectmatter focused and agriculturally themed so that students learn through math, science, social studies, language arts and health. They learn about such topics as careers in agriculture and how farmers feed the world, care for their animals and take care of the environment. The games also appeal to a variety of different learning styles.

"Our overall goal for the game is to



Reported sale totals

Sale gross

298,850

40,500

74,400

647,800

187,350

2,105,500

157,800

62,700

1,903,550

169,365

114,710

930,305

82,620

174,300

218,300

1,898,474

428,682

870,225

203,950

2,306,065

Sale avg.

11,494

2,250

1,328

4,074

2,566

2,436

2,869

2,508

4,855

3,681

3,018

2,819

2,174

2,811

3,465

3,143

3,862

4,245

1,189

3,137

No. lots

18

56

159

73

864

55

25

392

46

38

330

62

63

604

111

205

65

1,939

teach agricultural subject matter through entertainment," said Miller. "We are reaching out to young people to teach them the connection between where their food is grown and where it is eaten in a platform they are interested in and can relate to."

According to Miller, the new enhanced version of My American Farm would not be possible without sponsorship from Pioneer Hi-Bred, a DuPont business, which pledged \$500,000 over three years to support the project.

The free games, activities and educator resources are available to everyone at www.myamericanfarm.org.

— AFBF

