

Main organiser: AGRI AWARE

<u>Project partners:</u> Dublin Zoo, IFA, FBD, Bord Bia, <u>IFAC</u>

<u>Contact person:</u> Vanessa Woods – Project coordinator

Website: www.thefamilyfarm.ie

Objectives:

To improve the public perception of Irish agriculture and to communicate the benefits of the Irish agri-food industry to students and the general public.

Target country: Ireland

Target audience:

- Consumers
- Media and decision makers

Communication tools:

- Family farm at Dublin zoo
- Touch screens
- Information packs
- Websites and social media
- Themed events
- Information boards
- Press releases and magazines
- TV and radio shows

Budget:

€1,200,000 + €1,000,000/year for project delivery

COMMUNICATION TO THE PUBLIC

Title: "Family Farm - An acre of fun representing an island of farming"

Quote of the Award Jury:

"The CAP meets the elephant – In developing a farm at the zoo, this original idea raises awareness of agriculture among an urban audience. A best practice example of reaching the new generation in an engaging way."

What is the project about?

Family Farm highlights farming, food origin, food quality, security and sustainability, biodiversity, animal welfare, environmental standards and employment in agriculture for the one million annual visitors to the Dublin Zoo.

How is the project implemented?

By setting up a family farm on one acre at Dublin Zoo, AGRI AWARE and Dublin Zoo (Ireland) developed an innovative project which communicates the importance of agriculture to the general public, in an entertaining and attractive way. In the farmyard itself, visitors of all ages view and learn all about the farm animals from cows to chicks. Ireland's agricultural history comes to life in the Farm's heritage exhibition, complete with touch screens, photographs and video footage. The state of the art farm classroom is also a hub of learning, where primary school tours engage in accredited Discovery Primary Science programmes.

Why should it get your vote?

The project is highly original by using the established platform and audience at Dublin Zoo to inform zoo visitors in an engaging and educational way about agriculture and food in Ireland. With one million visitors a year (Irish people and tourists) "Family Farms" provides a significant contribution to improve the understanding of agriculture through a highly entertaining, effective and interactive experience to urban audiences which are not otherwise necessarily in touch with agriculture in their daily lives.





