University of Idaho—Integral to Eastern Idaho State Fair

The Situation
The Eastern Idaho State Fair (EISF) is a major event in southeastern Idaho, attracting over 200,000 fair visitors in eight days each September. The University of Idaho has a large presence at the EISF because of the many 4-H events that are integral to the fair.

Our Response
University of Idaho Extension educators and county staff work together as equal partners to plan and implement many events and activities at the EISF each year. This allows team building that would not be possible without such a regional event. Camaraderie, cohesion and collaboration develop as district personnel communicate with and assist each other in the events and activities.

Over 2,300 hours are spent each year planning and conducting 4-H shows and contests.

Because of this effort, many of the fair visitors observe 4-H in action and become interested in the program. 4-H livestock shows, demonstration contests, and other events allow fairgoers to learn about the program and its impacts in an informal setting.

Program Outcomes
The following table indicates the number of 4-H members participating and the number of 4-H projects exhibited at EISF in 2005. The premium money is provided by the EISF Board.

<table>
<thead>
<tr>
<th>Area</th>
<th>Members</th>
<th>Projects</th>
<th>Premiums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miscellaneous/ Home Economics</td>
<td>2,231</td>
<td>3,476</td>
<td>$6,952.00</td>
</tr>
<tr>
<td>Livestock/ Animal</td>
<td>792</td>
<td>1,085</td>
<td>$2,194.75</td>
</tr>
<tr>
<td>EISF Awards</td>
<td>---</td>
<td>---</td>
<td>$405.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,023</td>
<td>4,561</td>
<td><strong>$9,551.75</strong></td>
</tr>
</tbody>
</table>

Community sponsors provide additional money for many 4-H shows and events at EISF as shown in the following table.

<table>
<thead>
<tr>
<th>EISF Event</th>
<th>Dollars to 4-H Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miscellaneous/ Home Economics</td>
<td>$300</td>
</tr>
<tr>
<td>Livestock/Animal</td>
<td>$62,330</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$62,630</strong></td>
</tr>
</tbody>
</table>

To enrich education through diversity the University of Idaho is an equal opportunity/affirmative action employer and educational institution. University of Idaho and U.S. Department of Agriculture Cooperating.
Not only do 4-H members receive money for participating in EISF, they also gain valuable knowledge and experiences by preparing and exhibiting their projects. The quality of animals exhibited by the youth has increased because of the use of ultrasound technology. 4-H members increase confidence through showing livestock, participating in judging contests, and giving verbal demonstrations to fairgoers.

Future Plans:
The University of Idaho plans to continue providing educational opportunities to the youth of southeastern Idaho through 4-H events and activities at the Eastern Idaho State Fair. Educators plan to increase the use of University of Idaho signage in the 4-H building, at 4-H shows, in the livestock barns and at the style revue to help the public associate 4-H with the University of Idaho.

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