



A PLAN TO CELEBRATE AGRICULTURE

MISSION

By engaging visitors, the PA AG Discovery Center promotes and celebrates the journey of agriculture while empowering future generations to explore and understand its essential role in their lives.

A DEPENDENCE ON FARMING

Agriculture is the backbone of America.



INDUSTRY

Agriculture is the number one industry in Pennsylvania, outside of tourism.



ECONOMY

It contributes \$135.7 billion annually.



EMPLOYMENT

580,000 people in Pennsylvania work in the agriculture industry.

WITH A DECLINE IN AGRI-CULTURE

A growing disconnect between consumers and where their food comes from threatens the industry's future.



FAMILIAL TIES

Less than 2% of the population is directly connected to a farm.



GENERATIONAL CONNECTION

The average consumer is three generations removed from the farm.



AGING WORKFORCE

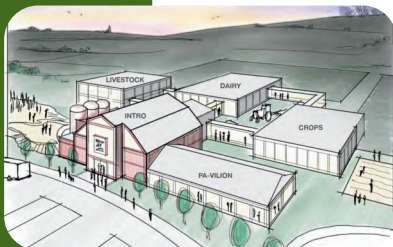
The average age of all agricultural producers was 55.4 years of age per the last census.



A VISION FOR TOMORROW

In 2019, a group of Pennsylvania's stakeholders from the agriculture industry formed a steering committee with a vision to celebrate and grow awareness of Pennsylvania's diverse agriculture and food sectors. The steering committee worked to understand the needs of various organizations, businesses, and government officials within the Ag community. With agriculture being pivotal to the state's economy and facing significant challenges, the need for the Pennsylvania Agriculture Discovery Center became clear. They were thrilled to receive overwhelming support for creating this center to address these issues and ensure the industry's future.

PA AG DISCOVERY CENTER



PA Ag Discovery Center will serve as a hub to promote the future of agriculture in Pennsylvania and beyond, and to educate the public about the importance of agriculture and its impact on our lives. By increasing awareness and appreciation, the Discovery Center will play a crucial role in supporting the success of Pennsylvania's agriculture industry.



PA Ag Discovery Center will be housed in a **25,000 square-foot facility** and will offer hands-on exhibits and experiences, highlighting the diversity and role of agriculture. It will be a destination to educate consumers about Pennsylvania agriculture closing the gap between consumers and where their food comes from while offering entertainment and education in a fun format, appropriate for all ages.



150,000 people are anticipated to visit annually through year-round activities. Audiences of all ages and life stages will have the opportunity to engage with the exhibitions. Targeted audiences will include school groups and other field trips during the fall through spring season and leisure tourists primarily visiting throughout the summer months .

POSSIBLE EXHIBITION AREA HIGHLIGHTS MAY INCLUDE:

**Immersive Welcome
Theater**

**Focus on the Diversity
of Pennsylvania
Agriculture**

**Showcases of
Agricultural
Careers**

**Spaces for
Functioning
Livestock and Crops**

**STEM Learning
Lab Classrooms**

**Greenhouses and
Gardening
Demonstrations**

**Dining Hall and
Café**

**Market
Highlighting Local
Products**

**Meeting and
Outdoor Play
Space**



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A COMMUNITY HUB



The PA Ag Discovery Center is set to boost tourism, provide educational opportunities, and encourage collaboration within the community. Local businesses and organizations will be encouraged to use the meeting and event spaces, and volunteers will have various opportunities to engage.

The Center will contribute to the local economy while promoting Pennsylvania's diverse agriculture.

The location is known for tourism. The proximity to major cities and its existing tourist attractions, such as the Gettysburg National Military Park, make it an ideal location for the Center.

THE TIME IS NOW

Since 2019, regional and local officials and the agricultural community have supported the vision to educate and inspire the next generation of farmers and agricultural entrepreneurs. **With the aging population, lack of connection to the industry and consumer desire to know where their food comes from, addressing this issue is critical for the future of agriculture.**

The vision, PA Ag Discovery Center, is finally ready to become a reality.



WE CAN'T DO IT ALONE

The PA Ag Discovery Center aims to raise \$30M to develop and construct a new facility in Adams County to help shape the future of agriculture in Pennsylvania. The fundraising efforts will include government grants, corporate sponsorships, and private donations and will be sustained through admissions revenue, retail sales, facility rental, and contributions from individuals and grants. **The project has already received over \$1M in seed money in order to get to this point.**

We are on our way to creating an investment in the future of Pennsylvania agriculture community to meet the challenges of tomorrow.



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A COMPREHENSIVE APPROACH

**\$26 MILLION
CAPITAL PROJECT**

**\$4 MILLION
ENDOWMENT**

Our exciting vision for the PA Ag Discovery Center includes a **\$26 million capital investment** to develop and construct a state-of-the-art, interactive, and engaging facility in Adams County to highlight the diversity and role of agriculture in Pennsylvania.

In addition to the capital project, the steering committee recognizes the need to develop a source of funds to support the operations of the PA Ag Discovery Center and will establish a **\$4 million endowment fund** to ensure the long-term sustainability of the facility.



CAMPAIGN LEADERSHIP

David Smith, Chair
PA Dairymen's Association

Caroline Novak
Professional Dairy Managers of Pennsylvania

Charlene Espenshade, Vice Chair
Pennsylvania Friends of Agriculture Foundation

Don Papson
The M.S. Hershey Foundation

Jim Adams
Wenger Feeds (retired)

Mike Pechart
Stermann Masser Potato Farms

Robin Fitzpatrick
Adams Economic Alliance

Jayne Sebright
Center for Dairy Excellence

Gary Heckman
Horizon Farm Credit

Tom O'Connor
Executive Director