



Film Screenings

Event/Activity Details

Length: 2-3 hours

Items Needed:

- Accurate agriculture documentary or film
- Snacks and beverages
- Comfortable seating for attendees

Objective: Attendees will learn accurate information about agriculture by watching a film or documentary at a film screening event.

Implementation Ideas

Ways to bring this event/activity to life:

Discussion

Give participants something to think about before the film begins. Consider providing discussion questions or facilitating a small discussion with participants after the film to confirm their understanding.

Additional Activities at Event

Consider having additional resources or games at the event for before or after the film screening. If kids are attending, provide some type of game or fun activity for them to take home.

Encourage More Screenings

Connect attendees with available resources to set up their own film screening to continue to spread accurate agriculture messages.

Timeline

Things to keep in mind:

Before

- Choose film and secure rights to screen it.
- Ensure proper location for event.
- Promote event on social media.
- Print Ag Day handouts.
- Secure food and beverages.

During

- Have a table where attendees can learn more about agriculture.
- Promote National Ag Day and your local agriculture industry.
- Hand out Ag Day flyers as people walk in.

After

- Follow up with participants by sending a survey asking about how their perceptions may have changed or what they have learned from the screening.
- Share a press release and a social media post about your Ag Day efforts.
- Send thank you notes to volunteers.

Recommended Resources

- [Farmland film](#)
- [SILO film](#)
- [Food Evolution film](#)
- More agriculture-related activities and resources at www.agfoundation.org/ag-lit-catalog