Informational exhibit at the Wisconsin Valley Fair that is visited by over 2,000 people each year. Fair attendees, including both those involved in agriculture and general community members, learn about innovative, new agriculture products, modem farming practices, and a variety of other farming issues at booths and exhibits in a large tent. Nearly all of the exhibits are staffed by farmers and agribusiness people. As a result, education is provided on topics like profitable farming systems, safety on the roads with farm machinery, and new farming products to increase product turnout and efficiency in agriculture. Participating farmers become more aware of alternative enterprises that may increase profitability and efficiency. The community also benefits by learning about modern farming practices which is important so that the community is supportive of agriculture initiatives instead of impeding the increased progress in agricultural practices. The Ag Adventure Tent also has been a forum for learning about grazing systems and how they can improve farm profitability while protecting soil and water resources at the same time. The tent is held annually over a 6-day period in conjunction with the Wisconsin Valley Fair.