



# Understanding Our Economy

## 4-H and CME Group to Educate Youth On What “Steers” the Price of Beef

(NAPSA)—Fairgoers looking to “beef up” their understanding of the economics of agriculture, including the risks and costs of bringing commodities to the marketplace, will get their chance at 120 state and county fairs this summer. National 4-H Council and CME Group are again bringing their Commodity Carnival, an educational fair experience, to 11 states in year two of their partnership.

New this year, the Carnival can be experienced beyond the fairgrounds, as Commodity Carnival’s “Risk Ranch” app can be downloaded onto desktops and smartphones.

Risk Ranch—at the fair or on your screen—allows young people to learn about the risks farmers and ranchers face every day by growing a “steer” and bringing it to market. They can choose the amount of feed, medicine and equipment costs to invest in their steer, then take it through the “Plinko style” Risk Ranch to see if they can avoid market risks to make a profit—and take home that blue ribbon.

“Commodity Carnival resonates with our 4-H’ers and young people visiting the fairs,” says National 4-H Council’s President & CEO Jennifer Sirangelo. “4-H youth respect the challenges in



**Fair Idea: Kids can now have fun learning about the economics of agriculture at the fairgrounds and at home.**

getting food from farm to table, and this partnership allows them to serve as teachers to their peers. We’re proud to bring this important concept to them in a fun and accessible way.”

“As the world’s leading futures exchange, we haven’t lost sight of the fact that our roots have always been in the heart of this country with farm and ranch families,” says CME Group Executive Chairman and President Terry Duffy. “Understanding the economics of agriculture is critically important for all of us, and this partnership gives us the unique opportunity to interact with the next generation of our nation’s food producers in their own communities.”

To see “Risk Ranch” in action or to find participating fairs this summer and fall, go to <http://www.cmegroup.com/4Hcarnival>.