

# Farm Topics



## “Do You Know How The Piggy Went To Market?”

(NAPSA)—Did you know that for every four people in the world, there is one pig? Not only are hogs an important part of agriculture, but they can also be used to increase our understanding of the enormous value of commodities. How is that, you may ask? Through 4-H and CME Group's Commodity Carnival, an educational fair experience that will visit more than 100 state and county fairs in nine states this summer. Now in its third year, the Commodity Carnival returns to teach youth about the economics of agriculture via an interactive game that guides players through the process of raising and bringing a hog to market.

“Fairs have been mainstays of America's heartland since the 1840s, and our CME Group heritage in commodities markets goes back almost as far. We are pleased to return to these fairs with our Commodity Carnival game to teach young agriculture participants the importance of risk management,” said CME Group Executive Chairman and President Terry Duffy. “With 4-H, we are able to reach young audiences and provide them the tools to kick-start their thinking about food production and the risks that farmers and ranchers face—knowledge that will become crucial as global demand for food increases in the coming decades.”

The game engages players with real-life content, challenging



### 4-H and CME Group's Commodity Carnival returns to state and county fairs this summer.

them to take on the role of a modern farmer while learning about the costs and risks associated with the task at hand. Once again, the Commodity Carnival can be experienced beyond the fairgrounds—through the award-winning and newly updated app Risk Ranch, which can be downloaded on your smartphone or played online.

“We are constantly seeking new ways to empower and educate today's young people,” said Jennifer Sirangelo, president and CEO, National 4-H Council. “The Commodity Carnival has proved an invaluable tool for expanding the agriculture and economic education of both rural and urban youth, and the game teaches elements of business that are applicable beyond farming. Our partnership with CME Group allows us a unique opportunity to prepare the next generation of farmers and business leaders for the complexities of the marketplace,” Sirangelo said.

To see Risk Ranch in action, go to [www.cmegroup.com/4Hcarnival](http://www.cmegroup.com/4Hcarnival).