



NATIONAL CENTER FOR
AGRICULTURAL LITERACY
AT UTAH STATE UNIVERSITY

Annual Report 2024



NCAL promotes agricultural literacy through research, resources, and educational initiatives, in partnership with the National Agriculture in the Classroom Organization (NAITCO), the AgClassroomStore, Utah State University, and the United States Department of Agriculture (USDA).

www.agliteracy.org

Professional Development

670 Teachers Reached

12 presentations for
5 state AITC events
(virtual or in-person)

1 AP Human Geography Summer PD virtual presentation

1 National Council for Geographic Education workshop

4 workshops @ National Agriculture in the Classroom
Conference

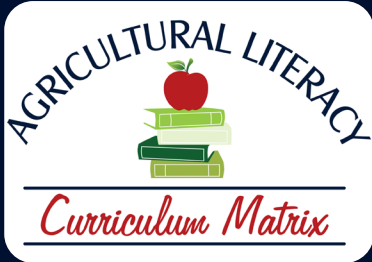
3 NAITC Leadership Summit workshops



Agricultural Literacy Certification Launched

- 3,563 interested applicants
- 50 pilot participants
- 280 sponsored roll out participants
- 1,025 enrollees
- 401 completers
- 48 states, 2 territories, 1 province

Resource Development



498 Lessons
1,112 Companion Resources
14,677 My Binder Users

NEW in 2024
12 Lessons
57 Companion Resources
2,265 My Binder Users

New Lessons

- Growing Grains
- Oilseed Crops
- Tree-mendous Fruits
- The Great Debate: The Reintroduction of Gray Wolves
- Vegetable Tops and Bottoms
- Journey 2050 Self-Guided Experience (updated)
- AFNR Resource Pages for middle and high school
- The Environmental Footprint of Livestock
- The Environmental Cost of Food
- Discover Agriculture Careers, One Problem at a Time



Resources to grow!

agclassroomstore.com

at Utah State University

2024 Top Sellers

Soil Samples (Soil Texture) 670

Popcorn on the Cob 601

GM Soybean Seed 458

Food Models 398

AgQuest Cards 318

\$274,579 Annual Sales
11,902 items sold
Shipped to 49 states
8 new kits in inventory

Research & Evaluation

AITC Program Evaluation Projects

- Colorado Summer Agriculture Institute
- New York Dairy in the Classroom
- Missouri Teacher Needs Assessment

Published Research

Longhurst, S.C., Burrows, M.S., Sorensen, T.J. (2024, May 20-23). The AgBading Field Guide [Poster presentation.] American Association for Agricultural Education National Conference, 2024, Manhattan, Kansas.

Miller, A.J., Warnick, B.K., Spielmaker, D.M., Pate, M. L., Judd-Murray, R., & Longhurst, M. L. (in press). Parents' value of their children learning about agriculture in school. Journal of Agricultural Education. (In-press).

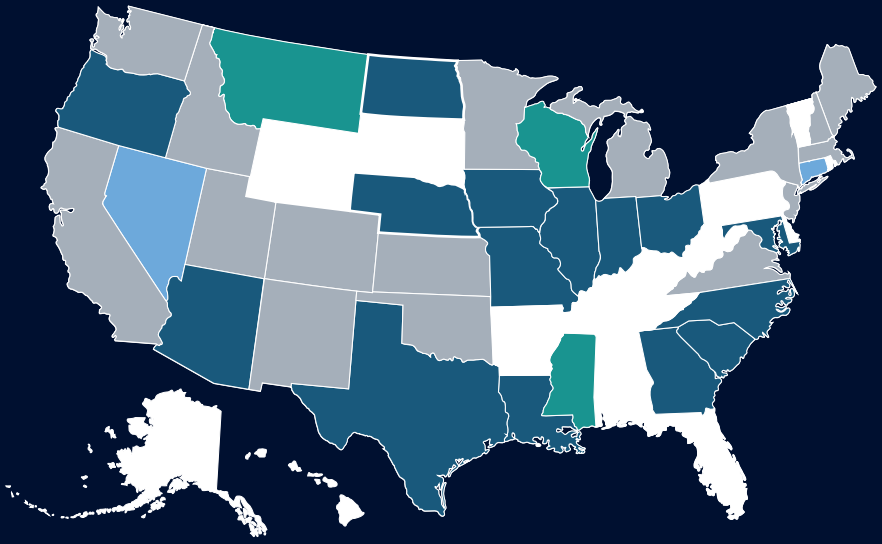
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Miller, A.J. & Spielmaker, D.M. (2024, May 20-23). Sharing is caring: Zotero for Agricultural Literacy Research. [Poster presentation.] American Association for Agricultural Education National Conference, 2024, Manhattan, Kansas.

Grant Applications Submitted

- FY2024 USDA AFRI Professional Development in Agricultural Literacy
- FY2024 USDA AFRI Food and Agriculture Non-Formal Education

Website Development



New full website in 2024

New mini-matrix site in 2024

NCAL managed website

NCAL managed mini-matrix

20 AITC Program websites + National 17 mini-matrix websites

452,336 users

1.5 million views

3.8 million engagements with the site

National Agriculture in the Classroom website updates in 2024

- ADA compliance updates
- Design facelift
- Matrix search functionality upgrades
- Discover Agriculture Careers website launch
- Analytics for 7 external organizations with 123 lessons

Meet the Team



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