



## **My American Farm Site Expands With New Game**

WASHINGTON, D.C., August 18, 2011—As far as professions are concerned, farming and ranching are among the most challenging. A new interactive online game offered by the American Farm Bureau Foundation for Agriculture, “The Ultimate Challenge,” delivers key lessons about agriculture while providing a fun gaming experience.

The Ultimate Challenge is the newest addition to the foundation’s [“My American Farm”](#) free online educational gaming platform. Sponsored by [Pioneer Hi-Bred](#), a DuPont business, My American Farm has been growing in popularity since its launch in January of this year.

To play The Ultimate Challenge game, students select a “farmer” avatar and take on the challenge of building a virtual farm as they play each of the games on My American Farm. However, in true board-game fashion, players will also experience several “curve ball” and “quick challenges” that provide important information about the impact America’s 2.2 million farms and ranches have on their daily lives.

“The Ultimate Challenge gives students an opportunity to see and experience the story of agriculture from gate to plate,” said Curtis Miller, director of education for the foundation. “Further, it does so while sharing accurate and up-to-date messages about agriculture.”

To find The Ultimate Challenge and take advantage of other My American Farm resources, games and activities, visit [www.myamericanfarm.org](http://www.myamericanfarm.org).

My American Farm is supported by a generous donation from title sponsor Pioneer Hi-Bred, a DuPont business. Three years ago, Pioneer pledged \$500,000 to support the development of the game. An additional \$35,000 pledge was recently made to support the development of a mobile kiosk version of the game and grants to support the mobile kiosk's use. This donation reflects the company's recently announced commitment to focus on meeting four emerging global trends, one of which is increasing food production.

Pioneer Hi-Bred, a DuPont business headquartered in Des Moines, Iowa, is the world's leading developer and supplier of advanced plant genetics, providing high-quality seeds to farmers in more than 90 countries. Pioneer provides agronomic support and services to help increase farmer productivity and profitability and strives to develop sustainable agricultural systems for people everywhere. Science with Service Delivering Success™.

The American Farm Bureau Foundation for Agriculture is the 501(C)(3) affiliate of the American Farm Bureau Federation. The foundation fulfills a mission of building awareness, understanding and a positive public perception about agriculture through education.