

# IOWA STATE UNIVERSITY

## VEISHEA Agronomy Department Tent

On Saturday, April 20th, the Iowa State Agronomy Club and Department displayed a tent on Central Campus for the annual VEISHEA Celebration. VEISHEA is a yearly tradition celebrated at Iowa State that showcases all of the original colleges established at the university. It consists of a week long array of activities and ends with a Saturday parade along with clubs able to display at the VEISHEA Village. The Agronomy Department with help from the Agronomy Club set up a tent focused on the importance of agriculture today. The tent objective was to promote agronomy, crop, soil and environmental sciences to the community and visitors of Ames. The tent displayed plant samples, soil, seeds, and poster displays educating visitors on what Agronomists really do to help feed, fuel, and clothe the world. Because of the large number of attendees, VEISHEA provides a great opportunity for the Agronomy club as well as the Iowa State Agronomy Department to interact with and recruit future students to become leaders in the Agronomy community. Educating and informing young students of the importance of agriculture is vital to our progress as a club, department, university, and the overall field of Agronomy. Children enjoyed learning about soil and their horizons while eating our "sweet soil treats" and popcorn. Members of the Agronomy Club were present to help set up the tent, prepare food, and answer any questions that visitors had. Preparation for this event started clear back in the fall semester and many club members were involved throughout the entire process.

Presented by: Dana Diers & Emily Ewoldt

### WHAT IS VEISHEA?

VEISHEA is an annual celebration held each April at Iowa State. This week long event is well known in the state of Iowa and attracts thousands of visitors to Ames. In 1922, Professor Frank Paine combined the first letters of the colleges at that time creating an acronym that has become one of the university's oldest traditions. The word VEISHEA (pronounced "VEE-sha") stands for Veterinary Medicine, Engineering, Industrial Science, Home Economics, and Agriculture. Countless events and ceremonies provide entertainment and pride for faculty, alumni, students, and visitors of all ages. This event is the largest student run festival in the nation and we are proud of its diversity and success each and every year.



### THE AGRONOMY TENT EXPERIENCE

The Agronomy Department tent has become an annual tradition during the VEISHEA celebration. Its location on central campus in VEISHEA village is a prime attraction. The tent is stacked with live plant samples, demonstrations, informative displays, and best of all a friendly and knowledgeable staff. More than 60 faculty, graduate students, undergrads and Agronomy Club members were happy to serve and educate thousands of VEISHEA goers about agronomy. With a large number of non-farm visitors it important to focus on creating an educational experience when advocating agriculture. More than 1000 of both the Sweet Soil Treats and bags of popcorn were handed out to our guests. The layered profile of the Sweet Soil Treats was used to explain soil horizons and different soil formation factors. Children enjoyed learning how Kool Aid is linked to clean drinking water, playing with plants and soil, discovering where their food comes from, and viewing underground water movement and its affects on rivers and streams. Without the help of so many volunteers we wouldn't have been able to captivate such an engaging and worthwhile experience for visitors. Overall, our goal was to inform the public on the importance of agriculture today.



### THE IMPORTANCE OF AGRONOMY

Today, agronomists are applying plant, soil and environmental science to feed, fuel and clothe our global society. Having a broad understanding of the complexity of modern agriculture allows agronomists to utilize technologies to solve agricultural problems and come up with integrated solutions. With a global concern about food and water security it is essential to produce crops effectively and profitably while preserving our natural resources and protecting the environment. By 2050 the global population is projected to reach 9.6 billion. As agronomists, we take on the responsibility of increasing agricultural production to meet the growing demands of worldwide consumers. It is important to establish a basis of communication between the agricultural community and the general public. We participate in various activities such as VEISHEA to promote and educate students and the Ames community alike.



### AGRONOMY DEPARTMENT AT IOWA STATE

Iowa State's College of Agriculture and Life Sciences undergraduate enrollment has reached record numbers in recent years. The Agronomy department alone has steadily increased 20% over the past 6 years. For the 2013 academic school year, 286 students have selected agronomy as their primary major. Our Agronomy department is well known for its excellence in agronomic teaching, research and extension outreach. Agronomy undergrads are able to specialize in areas like crop management/business, agroecology, plant breeding/biotechnology, and soil science/environmental quality. Graduate degrees can also be earned in any of these areas of interest. Faculty and staff familiarize students with current agricultural challenges through hands on experiments, recent molecular discoveries, and newly developed technology. The Department of Agronomy webpage states, "The ultimate objective is to make crop production more efficient, more productive, and economically and environmentally sustainable".

i'm an  
**agronomist**  
applying science to fuel & feed our global society