

# Converting Farm Show Demonstration Plots to a Virtual Tour Format

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## Change and Adaptation

Each year as part of the Farm Science Review (FSR), an annual three day show that attracts over 100,000 visitors per year, the OSU Agronomic Crops Team provides a demonstration area showcasing current research conducted throughout the state of Ohio. This area can hold up to 100 unreplicated demonstration plots and has a tent for tabletop demonstrations and literature resources. As conditions continued to change throughout the spring the planning committee continued to plant these demonstrations in hopes of a traditional show. By Mid-July it became obvious that FSR would be converted to a virtual event due to COVID-19. The team aimed to replicate the in-person learning experience through a 360° virtual tour of the plots, including short educational videos.

## Objectives

- Provide farmers with a way to visit the Agronomy plots at FSR to interact with current research being conducted at OSU
- Provide educational video updates on timely agronomy topics for the upcoming year
- Allow farmers to interact with OSU specialists through Q&A sessions

## Methods

- 360° virtual reality tour utilizing the Kuula web platform
- Plot tour pictures taken using a GoPro 360 camera
- Educational demonstration plots planted and maintained at FSR for the purpose of the virtual tour
- Educational videos recorded and produced utilizing both the FSR plots location and other locations around the state

## Unexpected outcomes

- Over 1,000 plot visitors directly from Kuula provided agriculture education to non-agricultural audiences
- Short educational videos produced for FSR were able to be re-used by educators to enhance winter programming
- Platform to produce a series of cover crop videos throughout the rest of the growing season showing the changes of various cover crop species throughout the winter and spring

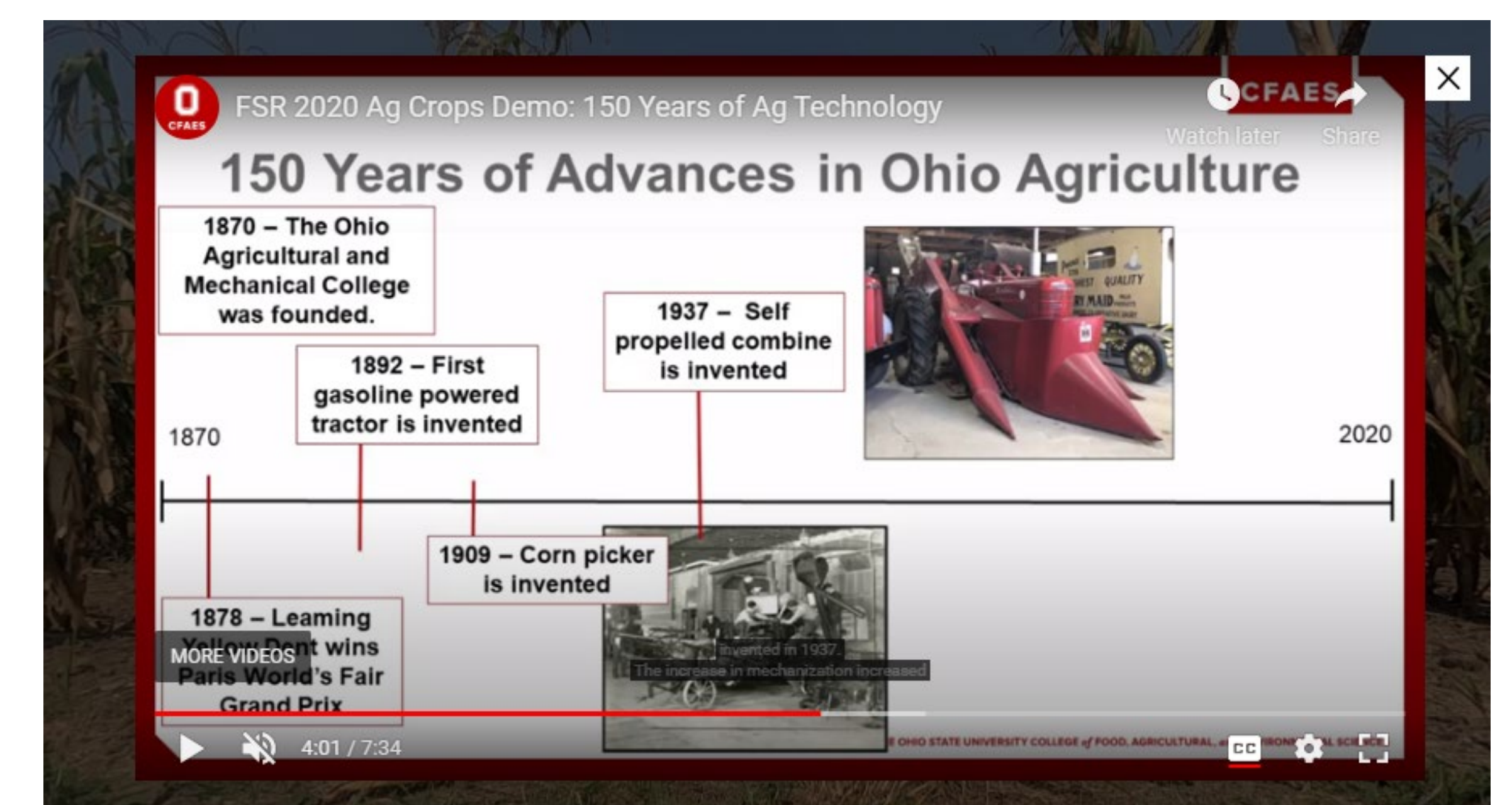


Landing page of the virtual reality tour

Take the tour:



Cover crop plot as part of virtual tour with Phosphorus application video



Video's embedded with-in the tour as educational resources

## Results

- 11,123 informational views of the tour from Kuula
- 2,084 total participants in the virtual tour
  - 788 participants during the 3 day show
- 27 educational videos produced
- 89 to 500+ views of educational videos from tour on Kuula
- Over 300 additional educational video views on social media
- 203 clientele participants in live virtual Q&A sessions