

4-H AND CME GROUP PARTNERED TO CREATE COMMODITY CARNIVAL,

a fun learning activity for students to experience managing the business risks associated with producing and bringing livestock to market.

The game aims to build greater literacy in agricultural science and economics at state and county fairs.

The Commodity Carnival consists of three activities that guide participants through the process of producing a steer and selling it.

1 Grow your Steer

Participants filled plastic eggs with grain, feed and other items representing necessary investments required to raise a steer.

2 Sell your Steer

Participants send their "steer egg" down the "Plinko-style" Risk Ranch board to see if they can avoid market risks to make a profit.

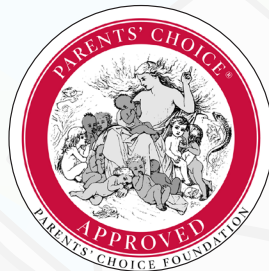
3 Win a Ribbon

Special prizes were awarded to participants whose selling prices were greater than the investment required to raise their steers.

RISK RANCH

The Risk Ranch app allows kids to practice these same concepts beyond the fairgrounds on their smartphones or computer screens.





Risk Ranch

CME GROUP EDUCATES YOUTH ON AGRICULTURAL ECONOMICS WITH THE RISK RANCH APP

RISK RANCH

is available for web play on FuturesFundamentals.org, in the App Store and through the Android Market.

Android Download

>Google Play



iPhone Download

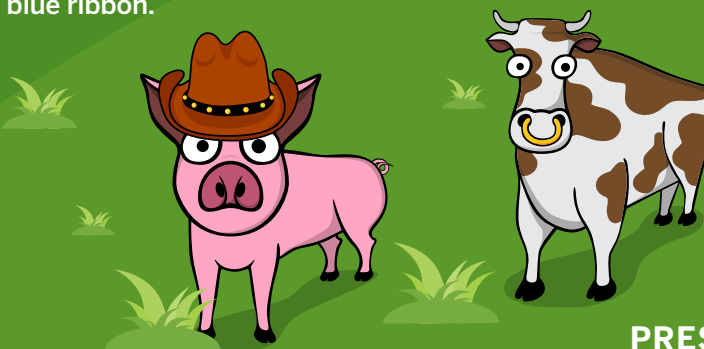
>Apple Store



RISK RANCH

– at the fair or on your screen – allows young people to learn about the risks farmers and ranchers face every day by growing and bringing livestock to market.

They can choose the amount of feed, medicine and equipment costs to invest in their animal, then take it through the “Plinko-style” Risk Ranch to see if they can avoid market risks to make a profit – and take home that blue ribbon.



PRESENTED BY  CME Group