

Nominee: Central Montana Tourism

Award: Grant Project of the Year

Statement of Nomination:

Crop InFARMation App

Central Montana Tourism partnered with FFA chapters in area high schools for a crop labeling project. FFA students contacted landowners to secure agreements to allow crop ID signs to be posted in fields bordering travel routes. The FFA students also did research about the crops including growing season, what the crop can be used for, whether or not it is best on dryland or irrigated land, and quantities of specific grains grown in the region, the state or nation.

Based on the information collected by the FFA students, Central Montana Tourism's website contractor Tempest Technologies built an app titled Crop InFARMation. The app has a Find Near Me option, a geofencing option and route planner options. The app gives travelers multiple layers of information based on the FFA students' research.

The first Crop InFARMation signs were posted in late July 2015 highlighting routes in three counties in Central Montana. Signs will be taken down after harvest each year and new signs put up after spring seeding. Crop InFARMation will expand through Central Montana's thirteen counties and hopefully, other areas will work with local FFA chapters to spread the program throughout Montana.

The Crop InFARMation app is available for free on the Google Play Store and Apple Store.

