



## FOR IMMEDIATE RELEASE

Contact:  
Mary Nita Bondurant  
731-885-5455  
[mbondurant@discoveryparkofamerica.com](mailto:mbondurant@discoveryparkofamerica.com)

Aug. 10, 2019

# Discovery Park of America Captures the Faces of Farming

*Photos to be part of new exhibit “AgriCulture: Innovating for Our Survival”*

Union City, Tenn.—At the [Northwest Tennessee Food Processing & Agri-Business Conference](#) held Thurs. at [the University of Tennessee at Martin](#), Discovery Park of America captured the photos of more than 85 farmers, agriculture students and others who work in the agriculture industry. The photos will be used as part of an upcoming exhibit dedicated to telling the story of innovation in agriculture. Opening Oct. 22, 2020, “[AgriCulture: Innovating for Our Survival](#)” will be located in the 8,900-square-foot red barn building that currently houses the museum and heritage park’s antique tractor collection.

“Through focus groups and other research we’ve done to create the content for our new Ag exhibit, we’re finding that people in general have an image of farmers today that is just not accurate,” said Scott Williams, president and CEO of Discovery Park. “We’re calling this a ‘mind-blowing, myth-busting farming exhibit that will change the world’ and exposing our guests to some of the real faces of farming today is just one of the ways we’re going to accomplish that.”

Those whose photos were captured at the booth and who will be included as one of the “Faces of Farming” include Dr. Charlie Hatcher, Tennessee Commissioner of Agriculture; Dr. Keith Carver, UT Martin Chancellor; David Kustoff, US Congressman; Dr. Molly Warren and Roger Williams from Williams Sausage Company and others.

Louisville, KY-based [Solid Light](#), a leader in the exhibit design and fabrication field, has been selected to head the project and is currently finalizing the initial script and design.

Research shows that consumers are unaware of even the basic innovations and applications of technology used by farmers today. That absence of knowledge has contributed to a world in which innovation in agriculture is often misunderstood and even feared. Among other topics, the exhibit, when it opens, will include sections on innovation relating to row crops, animals, precision agriculture, the truth about GMOs, sustainability, tools and technology, and agri-business.

“AgriCulture: Innovating for Our Survival” is made possible by [The Tennessee Soybean Promotion Council](#), [The Robert E. and Jenny D. Kirkland Foundation](#) and [The University of Tennessee at Martin](#).

For more information on “AgriCulture: Innovating for Our Survival,” visit [DiscoveryParkofAmerica.com/Agriculture](http://DiscoveryParkofAmerica.com/Agriculture).

## About Discovery Park of America

*The mission of Discovery Park of America, a premier world-class museum and 50-acre heritage park located in Union City, Tennessee, is to inspire children and adults to see beyond. Included is a 100,000-square-foot museum featuring 9 interactive exhibit galleries with additional space for temporary exhibits from around the world and a 50-acre heritage park. Discovery Park of America is a 501(c)(3) public charity funded by generous individuals, corporations and foundations including its principal funder, the Robert E. and Jenny D. Kirkland Foundation. For more information, visit [DiscoveryParkofAmerica.com](http://DiscoveryParkofAmerica.com), [Facebook](#), [Instagram](#) and [Twitter](#).*