



M.A.A.S. recognizes the need for Agricultural Societies to become actively involved in community engagement to continue to survive and thrive. Ag Societies have played a vital role in the past by providing a focal point to educate both rural and urban constituents about agriculture through workshops, seminars, fairs and exhibitions. We want to enhance their role by encouraging fairs to re-evaluate their exhibits, offer opportunities for exhibitors to showcase fledgling entrepreneurship products and ideas, and introduce areas of technology to attract youth, and consider ways to market via the internet. We recognize the important role that judges can play in this initiative, by influencing and promoting new exhibitor categories that have a value-added component, and encourage youth to participate. We see this as an important asset in furthering community development and engagement.