



Tours Strengthens Hands-On Experience for Fair-Goers

CELESTE, TX (July 31, 2014) – Moo U Guided Livestock Tours™ will once again partner with fairs and events across the country to connect fair-goers with livestock. Starting in August, fair-goers will be offered a personalized livestock tour to learn where their food comes from.

During each tour, participants will also learn about the livestock industry and examples of how animal byproducts are used in everyday life. According to Moo U Guided Livestock Tour™ founder, Jeannene Xanthus, these key learnings help connect farmers to the average American, who is at least three to four generations removed from the farm.

“It’s so important to understand how and why animals are raised for food, because everyone has to eat,” said Xanthus. “On our tours, attendees learn animals are more than just food. They learn livestock also provides valuable byproducts we use each day.”

Livestock tours run approximately 50 minutes or less, and are guided by individuals with a degree or background in agriculture. Each tour is offered in a small group to allow participants to get up close and personal with the livestock, and ask showmen and women questions about caring for their animals.

“This year, we are lucky to have another great team of passionate tour guides who are committed to bringing tour attendees a great experience and encouraging them to ask questions,” added Xanthus. “That kind of commitment is guaranteed to bring guests back to livestock shows for years to come.”

This is the seventh season Moo U Guided Livestock Tours™ has provided guided livestock tour experiences and facts programs to fair-goers at fairs across the country. To book a Moo U Guided Tour™ for your event, e-mail Jeannene at contact@mooutours.com.

About Us

Moo U Guided Livestock Tours™ is a guided agricultural education tour program committed to bringing the public an enriching experience at events across the country. The program strives to educate the public where their food comes from, and how it is raised in order to help bridge the communication gap between farmers and the public.

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