



2018 Ag Champions Program

Contest Rules

1. Students must create an ag-focused website, blog, vlog, etc.
 - a. Students are encouraged to take a multimedia approach and incorporate a variety of media tools into their project.
 - i. Text/online articles
 - ii. Social media elements
 - iii. Videos
 - iv. Audio clips and soundbites
 - v. Photos
 - vi. Etc.
2. The chosen platform must have a minimum of six (6) posts. The posts must be the student's original work.
3. Students must address each of the topics outlined in their posts.
 - a. **Introduction**
 - i. Student introduces himself/herself (name, age, family, hometown, ties to agriculture, etc.)
 - ii. Future career plans (college, future job interests, etc.)
 - iii. Students are encouraged to be creative. Vibrant personal profiles can entice readers to want to learn more about the author and subject matter.
 - b. **Why Agriculture is Important**
 - i. In this post, students should identify why agriculture is important to the general public. This should be an appeal to readers answering the question "why should they care?"
 - c. **Family Farming**
 - i. Here students should help consumers understand the passion and work that goes into family farming. Students should highlight their family farm—or one they are familiar with—by including historical data, personal stories, why family farming is important to agriculture, etc.
 - d. **Modern Farming Practices**
 - i. In this post, students should identify modern tools farmers use to grow their crops. This post is designed to educate consumers and individuals removed from the farm about how technology helps in sustainable agricultural systems.
 - e. **Current Agricultural Issues**
 - i. Students should identify, research and write about a current issue impacting agriculture. This could be a problem farmers are experiencing, one consumers are worried about or an issue related to agricultural policy. Students should be clear in their presentation of the issue and address possible solutions.
 - f. **Student's Choice**
 - i. There are many different topics related to agricultural production that consumers want to learn more about. For this post, students are asked to use their own imagination and creativity to address an issue or topic important to them.

Students are encouraged to use their creativity and have fun while developing their projects! Often the entries that are most compelling utilize a variety of media to help illustrate and tell a story.

Contest Details:

- **Submission:** A cover letter (**not a title page**):
 - Introducing the student's project
 - Including a link to the online platform
 - A detailed description identifying what the student would do with the \$500 scholarship to assist in future agriculture advocacy efforts

- **Deadline:** Must be submitted to the Nebraska Corn Board office or emailed to kurtis.harms@nebraska.gov by 5:00 pm on February 16, 2018.
- **Judging:** The Nebraska Corn Board will judge the online platforms, based on content, creativity and impact.
- **Eligibility:** Any Nebraska FFA high school student is eligible to participate in this program.
- **Scholarship Details:** The top winners of the 2018 Ag Champions Program will be awarded with \$500 scholarships to help students carry out their advocacy efforts to promote the agricultural industry. Scholarship funds can be used to enhance the students' SAE (Supervised Agricultural Experience) program. In order to receive the scholarships, winners must submit a written plan of what they will purchase with the funds, and a receipt (or set of receipts) for the purchase to nebraskaffaassociation@gmail.com with the subject line "2018 Ag Champions Scholarship Request." The receipt(s) may be more than \$500, but the check amount will not exceed \$500. The purchase must directly benefit or grow the student's SAE program. The written plan should consist of a short (3-5 paragraphs) written document to address the following questions:
 - **What will be purchased?**
 - **Why will the item be purchased?**
 - **How will the purchase contribute to agriculture advocacy?**
 - **How will the purchase be used within the SAE program?**

Timeframe:

- **September 2017**
Applications will be available at NebraskaCorn.gov or NeAgEd.org/FFA.
- **February 16, 2018**
Entries are due to the Nebraska Corn Board office or emailed to kurtis.harms@nebraska.gov by 5:00 pm. If mailed, please send to:

**Nebraska Corn Board
Ag Champions Program
301 Centennial Mall South 4th Floor
PO Box 95107
Lincoln, NE 68509**
- **March 2018**
Winners will be announced.
- **April 2018**
Winners will be recognized at the 2018 Nebraska State FFA Convention.