

# PENNSYLVANIA YOUNG FARMERS ASSOCIATION

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## ***SPOKESPERSON FOR AGRICULTURE AWARD***

Due by: January 22<sup>nd</sup>  
Submit to: Britney Marsh  
3360 Spring Road  
Carlisle, PA 17013

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Chapter:** \_\_\_\_\_

**Advisor:** \_\_\_\_\_

### **OBJECTIVES**

1. To encourage Young Farmers and their spouses to develop articulate responses to consumer concerns about agriculture.
2. To help bridge the communication gap between rural and urban consumers and facilitate future policy decisions that will benefit both groups.
3. To provide the opportunity for spokesperson to talk with the news media and consumers about these concerns.

### **ELIGIBILITY**

- ✓ Anyone can participate, even if not belonging to a chapter of PYFA
- ✓ Winners must be at least 18 by the National Institute in order to compete.
- ✓ Past state or national winners are not eligible. Advisors are not eligible.

### **CONTEST RULES**

1. Upon receipt of forms, Awards Committee Chairperson will send the contestant a list of possible topics for impromptu speech, as well as, any additional information with specific details pertaining to the Winter Institute.
2. All contestants must be present for **all** events the day of the contest.
3. All contestants will participate in the media blitz held at the Winter Institute the morning of the contest. Judges will be present to observe contestants' interaction with consumers and news media.
4. Contestants should come prepared with a five minute speech on one of the three topics given. After the contestants give the speech a five minute question and answer session will take place based

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upon the contestant's speech and topic. The agricultural topics to choose from are: **Animal Identification System**, **Proposition Two** and **Alternative Energy**.

5. Contestants will not be allowed to listen to other presentations.
6. Contestants must be present for the banquet the same night of the contest (Tuesday). The state winner will be announced at the banquet. The winner will be required to give a short report on the morning's media blitz and entire contest experience at the banquet.
7. The state winner at the Winter Institute will be required to present a prepared five-minute speech on a current agricultural or environmental topic that will provide a positive perspective of agriculture and/or renewable resources to an audience of consumers and producers at the Summer Institute. This should be the speech that the contestant will present at the National Winter Institute while representing the Commonwealth of Pennsylvania. This opportunity will provide the contestant with the experience of practicing his/her presentation to a group.

## SELECTION PROCESS

1. The state winner will be selected at the annual PYFA Winter Institute to be held in February.
2. A three-person panel will judge the contestants. Judging will be in three areas:
  - 1) Interaction with consumers and news media at the Media Blitz which will count for 1/3 of the total score.
  - 2) A five minute speech which will count as 1/3 of the total score.
  - 3) A five-minute question and answer period (interview session) concerning any facet of agriculture and the contestants background, counting for 1/3 of the total score.

3. Scoring basis:

### Media Blitz

Answered media and consumers questions convincingly and accurately	11 points
Ability to approach consumer and present agriculture in a positive and professional manner	11 points
Considered consumers viewpoint while answering questions	<u>11 points</u>
Total	33 points

### Speech

Considered consumers viewpoint while presenting own ideas	11 points
Content accurate, persuasive, and believable	11 points
Contestant was organized, articulate, and dressed professionally	<u>11 points</u>
Total	33 points

### Question/Answer Session

Answers considered consumer's viewpoint	11 points
Answers complete and accurate	11 points
Answers convincing	<u>11 points</u>
Total	33 points

### **Grand Total**

**99 points**

4. Penalty — Five points will be subtracted for each minute or fraction of a minute that impromptu speech exceeds 5 ½ minutes or is less than 4 ½ minutes. In addition, the contestant's question and

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answer time will be shortened by the amount of time the statement exceeds five minutes.

## **AWARDS**

1. Plaques and cash awards of \$100.00 for first place, \$50.00 for second place and \$25.00 for third place winners will be presented.
2. All contestants will participate in a media blitz at a nearby supermarket where a shopper will be selected at random and their cart separated into grocery and non-grocery items. The Young Farmers will then pay for the grocery items.
3. The state winner will participate in as many media events as possible throughout the year. In addition, the state winner will make themselves available for any Pennsylvania Young Farmer activities (including Summer Institute and chapter banquets), agriculture or civic function upon request, and are subject to availability of reimbursement of travel expenses.
4. The state winner will also win an all expense paid trip to the National Institute. They must consent to following NYFEA guidelines for the national contest, which requires the completion of Pre-Institute activities. These activities include: 2 public speaking engagements, writing a minimum of 4 letters to state leaders, and 2 media interviews.

## **SUGGESTED REFERENCE SOURCES**

Here are some sources of information that will help you answer consumers' questions about agriculture. The links through the PYFA website will provide a lot of information as well. Allow six weeks for delivery.

### **Agriculture Council of America**

Suite 708  
1625 Eye Street, NW  
Washington, DC 20006

### **Council on Agricultural Science & Technology**

Agronomy Building  
Iowa State University  
Ames, IA 50011

### **Office of Communications**

U.S. Department of Agriculture  
Washington, DC 20250

### **Animal Health Institute**

940 Executive Building  
1030 15th St., NW  
Washington, DC 20005

### **National Livestock & Meat Board**

44 North Michigan Avenue  
Chicago, IL 60611

### **Food & Consumer Service**

U.S. Department of Agriculture  
500 12th St., SW  
Washington, DC 20250