It is the policy of Tuskegee University Cooperative Extension Program to provide equal employment opportunities and to offer educational programs, resources and materials to eligible participants without regard to race, color, national origin, religion, sex, gender identity, sexual orientation, disability, age, marital or veteran status, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). For all reasonable accommodation requests, please contact the Office of ADA Compliance: Contact: Steven McCrary, Director Location: Tompkins Hall, Room 404 O: 334-724-4343 | C: 615-604-1225 smccrary@tuskegee.edu

“Integrating Sustainable Programs into Restorative Environmental Developments”
In. S.P.I.R.E.D. by Cyberculture
March 27 – 30, 2023
Renaissance Montgomery Hotel & Spa at the Convention Center
2023 Farm Produce Marketing Plan Competition
FARM PRODUCE MARKETING PLAN COMPETITION GUIDELINES

Teams

Teams should consist of 4-5 students and have at least one adult chaperone at the team competition. The designated person can be the Career Tech Teacher, school club sponsor, other school employee, or a parent/guardian.

Students are expected to create a Marketing plan for produce (e.g. vegetable, Cattle, Poultry, Goat or a combination of all) generated from a local farm. All students must consider the following in their marketing plans: Good Agricultural Practices (GAP) certification, best marketing tactics for farm businesses (e.g. social media, websites, paid advertisement, flyers), servicing clientele living in 3 neighboring towns, distribution to local groceries, local farmer's market and e-commerce. There is also a processing center (adds value to produce) for use if you choose to. Teachers are encouraged to work with their student team members on researching and putting up their marketing plans to meet the needs of community with locally produced food.

Student’s presentations should include:

- What is the name and location of your farm?
- Introduction of Group members
- Explain Marketing Plan
- Marketing strategy - social media ads, flyers, etc.
- Explain Budget
- How is produce meeting GAP certification guidelines?
- What is a Sustainable Food System?
- How will this farm impact your school and community?
- How can the youth make a positive impact in the world of agriculture?
- BONUS 10 EXTRA POINTS!!! Team members must touch on all elements of the food supply chain (production, processing, sales and marketing, and distribution).

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Teams can set up virtual meetings with the Tuskegee University Ag & Natural resource team by contacting Mr. John Myers (jmyers@tuskegee.edu) or Mr. George Hunter (ghunter@tuskegee.edu) The Farm plan competition will be evaluated and judged based on the following criteria:

- Design and Appearance: Does the plan have all the key components?
- Knowledge: All group members are to participate & demonstrate full knowledge of all components
- GAP Certification: Team’s knowledge of basic GAP certification guidelines
- Innovation: Is the farm plan being innovative using technology and social media (e.g. Instagram, TikTok)
- BONUS 10 EXTRA POINTS!!! Team member must touch on all elements of the food supply chain. (production, processing, sales and marketing, distribution)

After plans are submitted and judged by our Ag and Natural resource team, winners of the EXERT Farm Plan competition will be announced at the Farmers Conference presentation.
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Photography/Video/Media Release

For the purpose of providing information, photographs and/or video for publications and other marketing developed by Tuskegee University Cooperative Extension Program (TUCEP), its employees, administrators, agents, volunteers, contractors, presenters, designated representatives, partners, funding sources, and/or assigns to promote programs and activities associated with “EXERT Farm Plan Competition 2019”.

We authorize the TUCEP/ “EXERT Farm Plan Competition “organizers to release information about our participation in the program to use, publish and republish information, photographs, film, audio/video tape, record/or televise our image and/or voices for use of publications or promotional materials related to “EXERT Farm Plan Competition 2019” and TUCEP without any restriction by TUCEP, its employees, administrator, agents, volunteers, contractors, presenters, designated representatives, partners and funding sources. We understand that information may be provided verbally or by computer data transfer, mail, fax or hand delivery. We further understand and agree to the release of information authorized in this form. We understand that we may revoke this release in writing at any time, but we understand and agree to the release of information that is already released. A copy of this form is valid to give our permission to release records.

Additionally, we fully understand that our participation in EXERT Farm Plan Competition 2019 will require completion of pre and post surveys that will be used for the sole purpose of measuring skills and knowledge.

If you DO NOT want photographs, video, and other media images to be used, please placed an X here:

<table>
<thead>
<tr>
<th>TEAM MEMBERS NAMES</th>
<th>PARENT/GURADIAN</th>
<th>PARENT/GURADIAN</th>
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<td>PHONE NUMBER</td>
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FARM PLAN COMPETITION JUDGES SCORE CARD

TEAM NAME: ____________________________________________
Please rate each team based on the following categories.

<table>
<thead>
<tr>
<th>Students</th>
<th>Excellent 5</th>
<th>Good 4</th>
<th>Needs Improvement 3</th>
<th>Unacceptable 2</th>
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<tbody>
<tr>
<td>Appearance</td>
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<td>Knowledge</td>
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<td>Farm safety</td>
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<td>Sustainable</td>
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<td>Grant</td>
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Total Score: ________________________________

Additional Comments and/or Suggestions:
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

Judge’s Name (printed): ____________________________________________________________

Judge’s Signature: ___________________________ Date: ___________________________
# ANR MARKETING COMPETITION TEAM APPLICATION

Teacher: _________________________ Phone Number: ______________ Email: ____________________
School: _________________________________________ Location (County): ______________________
Team Name: ___________________________________________________________

(Please PRINT the names of 4-5 students who will be participating in the EXERT Competition)

<table>
<thead>
<tr>
<th>Circle ONE Competition</th>
<th>T-Shirt Size</th>
<th>PARENT/GUARDIAN PHONE NUMBER</th>
<th>GRADE</th>
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</thead>
<tbody>
<tr>
<td>AGRICULTURE</td>
<td>SM, Med, Lg, XL, XXL, XXXL (Please Write Below)</td>
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<td>CULINARY</td>
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<td>ENTREPRENEURSHIP</td>
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<td>SCHOLAR BOWL</td>
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Please complete this form and email to jmyers@tuskegee.edu or ghunter@tuskegee.edu no later than January 20, 2023

***Any applications received beyond this date will be considered LATE and will not be accepted.***

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