



Farm Produce Marketing Plan Competition Instructions

Objective: Focused on elements like Good Agricultural Practices (GAP) certification, strategic marketing through social media, websites, and flyers, we aim to serve three neighboring towns through diverse distribution channels. Our presentation will cover farm details, individual team member introductions, a comprehensive marketing strategy, budget considerations, and sustainability. Engaging with Tuskegee University's Ag & Natural Resource team, we seek to enhance our plan. We aspire not only to win based on design, knowledge, GAP compliance, and innovation but also to make a positive impact on our school, community, and the broader agricultural sphere. Winning would be a testament to our dedication to a sustainable and locally-driven food system, and we eagerly look forward to showcasing our creativity at the Farmers Conference presentation.

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).

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)

Deadline: All submissions must be submitted by February 9, 2023. Late submissions will not be considered.

Contact: For any clarifications or assistance, contact Mr. John Myers (jmyers@tuskegee.edu) or Mr. George Hunter (ghunter@tuskegee.edu). Additional assistance can be provided by contacting Dr. Billie Grant (bgrant@tuskegee.edu), Dr. Richard Whittington (rwhittington1@tuskegee.edu), and Ms. Sheanell Edwards (sedwards@tuskegee.edu).

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**

The EXERT Competition is part of the Annual Farmers Conference at Tuskegee University, an educational forum that features tours, panel discussions, interactive demonstrations, concurrent workshops and EXERT competition.

APPLICATION DUE DATE – December 11, 2023

Event Timing: March 12th-15th, 2024

Event Address: 132nd Farmers Conference at Embassy Suites, 300 Tallapoosa Street, Montgomery, AL, 36104

Website: <https://www.tuskegee.edu/programs-courses/colleges-schools/caens/conferences-workshops/farmers-conference>

