

# Ag Champions Plan- **SAMPLE**

**Chapter Name:** Local FFA

**Advisor:** Mr. Johnny Tractor

**Advisor email:** JTractor@school.edu

## Part 1: Defend

1. What ag issue is prevalent in your community that your chapter wants to focus on and why?

- Food safety because...{expand}

*Examples could be that a business is going "Meatless Monday" or the local zoning board is discouraging new livestock production in the county. If you cannot easily determine an issue, point out where there is not enough information about agriculture.*

2. What audience will you reach with your Ag Champions advocacy plan and why?

- We want to reach the Local PTA organization. The Local PTA organization is a group of parents who are concerned about issues affecting their children. Recently, they encouraged their children to eat only hormone-free meat because of concerns of food safety. We would like to reach them because many issues in agriculture are about food, which is one of the concerns of the PTA and by doing so, we can educate them on animal welfare and food safety practices. {expand}

*Examples of audiences could include: businesses, local zoning board/county commissioners, local parent organizations, civic groups like Lions Club or Kiwanis, children organizations, various age groups, or just consumers in general.*

3. What are your objectives in reaching out to your audience about this issue?

- We want the PTA to understand the issues affecting agriculture and make informed choices for their families...{expand}

4. How will you defend your issue and how will you inform your audience?

- Since our goal is to establish a relationship with the Local PTA organization, we hope to be a sounding board on issues that arise. If an issue affecting agriculture arises, we plan to create a short, informative video that the PTA could show at their meetings and share with their members...{expand}

5. What materials would you provide to your audience and how would you get these materials to them?
  - We plan to create short, informative videos, as well as a one-page info sheet on that issue to distribute to the PTA and any other groups in our community who might be concerned about the issue...{expand}
6. What public relations plans would you put into place?
  - Along with our videos, we plan to write a letter to the editor, call in to our local paper...{expand}
7. How would you follow-up with your audience after the issue has been brought to their attention and in the media for over one week?
  - We plan to follow-up with the PTA group by reaching out to their president after one week to answer questions or to provide them with resources on the issue...{expand}

## Part 2: Offense—Educate/Communicate

1. To help educate to your audience identified in Part 1, set at least three (3) goals/objectives for communicating to and educating your audience about an agricultural issue(s).
  - A. Food safety is a concern among many parents. Our first goal is develop a relationship with the PTA to dispel any myths about food production, especially farming practices in Nebraska. We could be a positive resource for any questions they have in the future, as well.
  - B.
  - C.
2. What is your scope of impact? (*where and how will you reach your audience to inform them about your issue*)
  - Our scope of impact is to positively influence the PTA parents about farming practices and help them feel comfortable with food production. As the parents meet once a month in the school cafeteria, we plan to attend as a guest speaker with a prepared presentation specific about food safety...{expand}
3. What materials would you create for your audience?
  - We plan to create a YouTube video for the PTA, as well as sharing it on our Facebook page. We would also create talking points on food safety because...{expand}
4. How could you use social media to educate and communicate the information you gathered for your audience?
  - As we are creating a video and plan to post it on our chapter Facebook page, we plan to also schedule out ag facts for once a week following posting our video and encouraging our followers to watch the video, then will hold a Facebook contest with questions from the video. We will use the grant money to purchase (small prize) to give to the winners.

## Part 3: Overall Plan

1. Budget. *What dollar amount and types of resources will you need to put your advocacy plan into place?*
    - \$1,000 total budget. As we plan to create videos for our advocacy plan, we will need a video camera and wireless microphone (\$500). The remaining amount will pay for the luncheon for our PTA group (\$500).
  3. Include a cover letter with your plan to the Nebraska Corn Board sharing the scope of impact and objectives with your plan, as well as why it is an effective plan that should be chosen as the winning Ag Champion plan. (see below)
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*Nebraska Corn Board  
301 Centennial Mall South, 4<sup>th</sup> Floor  
PO Box 95107  
Lincoln, NE 68509*

*December 1, 2015*

*Re: Ag Champions advocacy plan*

*Dear Nebraska Corn Board:*

*As the chapter secretary for the Newton FFA Chapter, I am excited to submit Ag Champions advocacy plan for the contest to earn a grant to help carry out our advocacy plan.*

*As chapter officers, we came up with the idea together to host a back-to-school carnival for the elementary students and families in August of this year. At our last FFA meeting, our chapter voted on this idea and we are eager to plan the event.*

*You will read in our Ag Champions plan that the carnival will be called, "Ag-Cited for School!" and each game will include an agricultural fact that both the children and parents can learn about. We understand that many children and their parents in Newton do not understand agriculture because they did not grow up on a farm.*

*Three issues that we will focus our ag facts around will be: animal welfare, GMOs and antibiotics in meat. We feel that these issues are in the news a lot more frequently and many people have questions about these issues. Our goal is that through our games and facts posted around the carnival that the parents and children alike will understand these issues better.*

*We thank you for this opportunity and hope that our Ag Champions plan is a successful one. Your support is greatly appreciated and we look forward to hearing from you.*

*Sincerely,*

*John Smith, Local FFA Secretary*

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**\*A Word document of the Ag Champions Plan is available for chapters to type their plan.\***