

# AGRICULTURAL ADVOCACY

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## *SAM HOUSTON STATE UNIVERSITY*

This contest will be designed to inform the general public and consumers about the importance and value of the agriculture industry and how agriculture impacts human lives.

### **I. OBJECTIVES**

1. To promote agriculture on all levels, from local to the state level.
2. To educate the consumer and general public about the importance and value of agriculture.
3. To promote the principles of agriculture such as: biotechnology, soil stewardship, resource management, economic and environmental benefits as well as the humane principles of sound livestock production and management.
4. To prepare students to promote agriculture in a professional and effective manner through essential communication and presentation skills.

### **II. PRESENTATION INFORMATION**

1. Each presentation will be 5-8 minutes in length.
2. Teams must wear official dress as outlined in the Official FFA Manual, but according to Texas Standards (black dress boots are acceptable).
3. Teams will consist of three to five members from the same chapter. Eligible students must meet LDE eligibility requirements outlined in the LDE general rules.
4. The target audience is established by the presentation and writers are encouraged to use creativity.
5. Teams are allowed a maximum of 5 minutes for set up and 5 minutes for tear down. Set up and tear down may only be completed by the presenting members and advisors/designees. The penalty for violation shall be 10 points per minute or major fraction thereof. A major fraction of a minute is defined as 31 seconds.
6. This is a team effort; therefore, the team is encouraged to interact and participate equally.
7. Presentations may include props, skits, and other creative paraphernalia.
8. The giving of gifts and memorabilia to judges any time during or at the end of presentation is NOT allowed. Teams may only provide information to judges that is relevant to the target audience. Information/materials given to judges may only consist of ONE 8 ½ X 11" paper; front and back of paper may be utilized and paper may be flat or folded. No material other than ink may be attached/applied to paper given to judges.
9. Technology may be used in the presentation. Judges WILL NOT discriminate against teams that do not use technology.
10. At the conclusion of the presentation, questions will be asked. Questions asked during the interview will include questions about presentations and current agricultural issues. Questioning should include all team members. The question and answer period shall last for five minutes, and the time keeper shall call "time" when five minutes has expired. A contestant speaking when time is called may finish his or her sentence.
11. A violation of any one or more of rules 2, 3 or 8 will result in disqualification upon final placing.

### **TIE BREAKER**

Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the event superintendent will rank the team's response to questions. The team with the greatest number of low ranks from the response to question will be declared the winner. If a tie still exists then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.

# Agricultural Advocacy Judges Notes

Chapter: \_\_\_\_\_ Student Name: \_\_\_\_\_ Area: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

A. Conciseness, clarity of presentation (50)

B. Organization of presentation (100)

C. Ability to hold audience's interest (50)

D. Innovativeness, uniqueness, creativity of presentation (150)

E. Power of expression, fluency, sincerity, enthusiasm (125)

F. Equal participation by team members (50)

G. Response to questions (200)

H. Overall quality and effectiveness (125)

I. Agricultural Industry Knowledge and Skill (150)

\*\*\*Penalty Deduction (The penalty for violation shall be 10 points per minute or major fraction thereof. A major fraction of a minute is defined as 31 seconds.)

**TOTAL (1000 pts. Possible):** \_\_\_\_\_

