

# American Farm Bureau Federation Young Farmers & Ranchers Excellence in Agriculture Award

## Rules for 2021 AFBF Annual Convention Competition

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### Background

The Young Farmers & Ranchers (YF&R) Excellence in Agriculture Award competition is designed as an opportunity for young farmers and ranchers to earn recognition, while actively contributing and growing through their involvement in Farm Bureau and agriculture. Participants will be judged on their involvement in agriculture, leadership ability, and participation/involvement in Farm Bureau and other organizations (i.e., civic, service and community). **The ideal candidate(s) for the Excellence in Agriculture Award is an individual or couple who does not have the majority of his/her net income subject to normal production risk.** It is recommended that the state Farm Bureaus provide, as part of the state recognition and award, an expenses-paid trip to the AFBF Annual Convention held in 2021 in San Diego, California, Jan. 8-13. Appropriate recognition will be given to all national competitors in attendance at the AFBF Annual Convention. The AFBF YF&R Committee and the AFBF Leadership, Education, and Engagement Department will coordinate the program at the national level.

**COVID-19: If AFBF is unable to hold the 2021 Annual Convention in-person due to COVID-19, the competitive events will be held virtually, and all applicants should be made aware of this possibility prior to their application.** If the competition will be virtual, all contestants will be given the opportunity to withdraw their application for 2021 to ensure eligibility for future years.

Information about the Excellence in Agriculture applicant is requested on the entry form. ALL INFORMATION IS HANDLED IN STRICT CONFIDENCE AND IS DESTROYED AFTER JUDGING IS COMPLETED.

### Eligibility

- An applicant can be either an individual or a couple that is married or has similar legal rights under the law applicable to the state Farm Bureau organization. Applicant may choose to apply individually, rather than as a couple.
- Applicant(s) shall be a Farm Bureau member(s) between the ages of 18 and 35 in good standing with his/her county Farm Bureau. The individual or spouse/spousal-equivalent shall have reached his/her 18<sup>th</sup> birthday at the time he/she qualifies for the national competition and shall not have reached his/her 36<sup>th</sup> birthday by Jan. 31, 2021.
- Applicant(s) must not have derived a majority of his/her net income from an owned production agriculture enterprise in any of the past three years.
- Applicant(s) may only compete in one national YF&R Competition per year.
- Past and present members of the AFBF Young Farmers & Ranchers Committee and/or their spouse are not eligible to compete.
- Past state YF&R Achievement Award winners and/or previous AFBF Achievement Award competitors are not eligible to compete.
- Previous AFBF Excellence in Agriculture Award competitors are not eligible to compete. Past state YF&R Excellence in Agriculture winners are eligible if they have not previously competed at the national level.
- Current employees or agents of county, state and/or the American Farm Bureau organizations and their affiliates are not eligible to compete. An affiliate is defined as an entity owned or controlled in whole or in part by another entity through, for example, ownership (including partial ownership) or positions on the board of directors. Past employees who were responsible for implementing any of the YF&R Competitive Events at the state or national level are ineligible.
- Each state may submit one entry to be considered for national recognition and must use the AFBF entry form and application.

### Entry Form & Application Guidelines

- Do not use applicant's name, the name of his/her state or county, or any names that may bring about the recognition or identification of the applicant's state beyond the entry form. The written versions of the application have a search feature to locate any identifiers. Verbal and presentation reference to applicants' name, state and county will be allowed during your presentation for personalization of presentation.
- The entry form and application must be completed in first person narrative (i.e. I, me, we, etc.) for questions 1-5. "A1"/"A2" may not be used for questions 1-5. Applicants must use "A1"/"A2" to denote each applicant for all of question 6.
- Do not use abbreviations or acronyms, unless it has been spelled out once with the abbreviation in parentheses behind it. For example, United States Department of Education (USDE). AFBF, FB, and YF&R are acceptable to use throughout the application.

- The attached entry form and application are examples of the information needed for the official online application. Authorized state representatives will have access to the online portal for official state submission. No emailed or mailed entry forms will be accepted.
- State Farm Bureaus have permission to reproduce the attached entry form for state-level competition or as a recruitment tool.
- It will be up to the judges' discretion to deduct points if applicants include activities before they were 18.

**Note: Disregard of the guidelines will result in disqualification of the application.**

### Presentation Guidelines

- The presentation will be an interactive, 25-minute presentation, in which the applicant(s) has an opportunity to share the contents of his/her/their entire application in narrative form with a panel of three judges and the audience.
  - Applicant(s) will have 25 minutes to present on the topics addressed in the application and address questions from the judges. Applicants will be notified by the timekeeper when 10 minutes are remaining and again when five (5) minutes are remaining. Each judge will be prepared to ask at least one question. Time will be called and conclude the applicant's time in front of the judges at 25 minutes even if judges have not been able to ask their questions. It will be up to the applicant(s) to determine how they use this time.
- The only visual means in which to deliver the information is through a PowerPoint or Prezi presentation. The applicant(s) needs to submit their presentation on a USB flash drive during the Excellence in Agriculture Competitor Orientation. A computer, LCD projector, screen and one slide advancer remote will be provided. All presentations must be formatted to work on a PC. Contestants will not be allowed to use their own computer.
- Verbal and presentation references to applicant(s) name, state and county will be allowed during the presentation.
- No props (including notes), sound or video of any kind will be allowed during the presentation.
- Applicants and their state coordinators are not allowed to view other presentations until after they have completed their own.

### Judging

- All applications will be judged prior to the AFBF Annual Convention, by three representatives from the industry. Applicants will present to a different set of judges at the Annual Convention.

<u>Application</u>		<u>Approx. %</u>
Questions 2-4	180 points	45.0%
*Ag Involvement, Impact on Ag and Issues Facing Ag Goals	40 points	10.0%
Farm Bureau Experience	90 points	22.5%
Other Leadership Experience	80 points	20.0%
Application Form	<u>10 points</u>	<u>2.5%</u>

\* Writing should be clear, descriptive and free of grammatical errors.

<b>MAXIMUM POINTS</b>	<b>400 points</b>	<b>100%</b>	<b>(80% of Total Score)</b>
<u>Presentation</u>			
Delivery of Presentation	30 points	30%	
Content of Presentation	40 points	40%	
<u>Responses to Questions</u>	<u>30 points</u>	<u>30%</u>	
<b>MAXIMUM POINTS</b>	<b>100 points</b>	<b>100%</b>	<b>(20% of Total Score)</b>

### State Promotion of National Awards

State Farm Bureaus are required to advertise the national prizes **one** time during the year through a print advertisement, an article in the state's publication(s), or on social media. These promotions will qualify the state entries to receive the national prizes, should they be the winner or finalist of one of the national competitions. **Promotion must be specific to promoting the AFBF YF&R competitions and must recognize the national sponsors.**

### PowerPoint Competitor Template

PowerPoint competitor templates that highlight the state entry must be completed using the template provided by AFBF. This template is available from the state YF&R coordinator. It should include the applicant's bio, written in third person, and 2-3 pictures of the applicant and their agricultural operation or involvement. *All pictures and presentations become the property of AFBF.*

### Deadline

States are encouraged to select their entries in time for recognition at their state annual meeting. The state's entry form and application must be submitted via the online portal **on or before 12:00 p.m. (noon) EST Dec. 14, 2020. The state's signed verification form, signature page, national awards advertisement and competitor PowerPoints are also due at this time** to be considered for national recognition and awards.



**American Farm Bureau Federation  
Young Farmers & Ranchers Excellence in Agriculture Award**

**2021 Application**

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*Note: Remember to write in first person narrative (i.e. I, me, we, etc.) for questions 1-5. Remember no state-specific identifiers.*

1. **PERSONAL BACKGROUND** (family, education and personal interests) – *Approximately 2,000 characters*

2. **AGRICULTURAL INVOLVEMENT** – *Approximately 2,500 characters*

A. Please explain the applicant(s) occupation.

**2. AGRICULTURAL INVOLVEMENT (continued) - *Approximately 2,500 characters***

B. Please explain the applicant's (applicants') personal involvement in agriculture/agribusiness.

**3. IMPACT ON AGRICULTURE - *Approximately 5,000 characters***

Clearly describe the efforts the applicant(s) have taken to positively promote and impact the agriculture industry. Examples may include things such as hosting farm tours, legislative visits, writing a blog, etc.

4. **ISSUES FACING AGRICULTURE - *Approximately 5,000 characters***

- A. Agriculture faces important issues at the local, state, national and international levels. Explain three important issues that the industry needs to address in the next five years. Choose one issue from three of the four levels mentioned above. For example, an applicant might select ag literacy as a local issue, mental health as a state issue and rural broadband as a national issue.

**4. ISSUES FACING AGRICULTURE (continued) – *Approximately 5,000 characters***

B. Choose one of the issues in your response to 4A and discuss how you personally have addressed, or can address, that issue and work towards a resolution.

**5. GOALS - *Approximately 5,000 characters***

What goals does the applicant(s) have for the next five years related to his/her career, Farm Bureau involvement and involvement with other organizations? What steps have been made to reach these goals?



**6. LEADERSHIP EXPERIENCE (from age 18 to current)- Approximately 2,500 characters per section (20 lines)**

*Note: This applies to both applicants, if applying together. Please indicate A1 and A2 when applicable.*

- A. List Farm Bureau leadership roles, involvement opportunities, recognitions and/or awards received by the applicant(s), indicating service on committees, boards or as officers. Please include years of involvement. *Example: A1 – Elected President of the County Farm Bureau Board of Directors (2018-2019)*

**County Farm Bureau**

**State/American Farm Bureau**

6. **LEADERSHIP EXPERIENCE (continued)- Approximately 2,500 characters per section (20 lines)**

- B. List other agricultural leadership roles, involvement opportunities, recognitions and/or awards received by the applicant(s), indicating service on committees, boards or as officers. (i.e. Farm Credit, Soil Conservation, Farm Service Agency, farm cooperatives, 4-H, etc.). Please include organization, description and years of involvement.

*Example: A1 & A2 - 4-H, Serves as a 4-H Livestock Club Leader (2018 - present)*

- C. List other community and non-agricultural leadership roles, involvement opportunities, recognitions and/or awards received by the applicant(s), indicating service on committees, boards or as officers (i.e. civic/service clubs, church, school, volunteer leadership, etc.) Please include organization, description and years of involvement.

*Example: A1 - Local Elementary School, Served as Parent Teacher Association (PTA) President (2017-2019)*

If you had any situations or circumstances that may affect your leadership experiences, please use this space to explain. If you don't have any situations or circumstances, please leave blank.

***Approximately 250 characters***

*Note: There are no points associated to this section and can be left blank.*