

2015 Ag Literacy Challenge: Background

What is the Ag Literacy Challenge?

There is no better time than the present to engage our non-farm neighbors in a conversation about where their food, fiber, and fuel come from. Those involved in agriculture have a real chance to reach out and start a dialogue. Oftentimes, all it takes is something to grab their attention: a display, an activity, or a sign to really get them thinking.

Recognizing the awesome opportunity to connect with consumers, Crawford and Richland County Farm Bureaus are launching the *2015 Ag Literacy Challenge*, a chance for individuals and groups to design that next big concept that can be used at a variety of events to catch the attention of our audience. The premise is simple: you or your group proposes an interactive activity geared around the vast industry of agriculture. If we select your concept, then we will pay you to actually create it.

Who is eligible?

There are two categories of competition: individual and organization. If you are reading this paper, then you are able to enter!

Where will the activities ultimately be used?

Initially, the games, activities, and displays created from this competition will be used at county fairs for agricultural outreach. Eventually, they may be used at other large events, everything from community breakfasts to local 5k runs. You can tailor your entry toward any audience you see fit, but remember, we are specifically looking for activities that engage consumers, not necessarily farmers themselves. All completed entries become the property of Crawford and Richland County Farm Bureaus. All entry ideas may be developed in the future.

When are entries due?

Here is the competition timeline:

- May 11: entries due to crawford@ofbf.org
- May 20: winning entries announced
- July 1: winners deliver completed displays to the Crawford County Fairgrounds for set-up

How do I apply?

Simply complete the short application on the following page and email it to crawford@ofbf.org by May 11. You may contact the same email address with questions.

Why should my group or I participate?

Educating the public is a mission that all of us in agriculture share. We know that you can bring unique ideas and perspectives to the table. What message would you share about food and farming? What will be the next unique idea to come from you or your group?

Did we mention the prize money? The best 10 completed entry forms will receive \$25. Selected entries will receive a \$300 prize, plus we will reimburse you for all supplies and materials needed to successfully take your entry from concept to completion. We will also reimburse your travel at a standard mileage rate to the Crawford County Fair for set-up.

2015 Ag Literacy Challenge: Application

Contact Information

Contact name (if applying as a group, select one main contact):

Name of the organization you represent (if applicable):

Email:

Phone:

Address:

The Concept

Use the space provided to describe your activity or display. Provide as many details as possible to help the selection committee visualize what exactly you are proposing. Include information on your target audience and the main messages you wish to present. See page one for guiding principles.

Attach additional pages, diagrams, or sketches if needed.

Display Details

These details will not be used as part of the judging process; they are solely for planning purposes.

Does your exhibit require electricity?

Approximately how big of an area do you anticipate your exhibit taking?

Approximately how much do you anticipate it costing to bring your idea to life?

Are there other items or details we should be aware of?