NYFEA “AG COMMUNICATION AWARD” presented by John Deere —

As we look at the future of agriculture, one of the most valuable programs that can be developed is a communication plan that helps current agricultural producers and the agribusiness population as they communicate with the consumers of agriculture’s products. Using a two-pronged approach, the Ag Communication Award program includes a component that makes sure the nation’s policy-makers understand the unique challenges facing agriculture. Along with the program sponsor (John Deere), NYFEA is developing America’s most comprehensive educational experience for the purpose of addressing the communication challenge.

How does the Ag Communication Award program work? The program begins with individual participants registering at the NYFEA web-site. Registration must occur prior to November 1 of the year. The cost of participation is $1500 per person for the complete package. Included in the price is meeting registration, hotel costs, meals, learning materials and training courses.

The schedule of activity begins with a person-to-person learning exercise held each December during the annual NYFEA Institute. It includes classroom discussions on issues and a lesson in drafting a communication plan.

This is followed by a series of distance learning programs that are electronically accessible for the students. These are conducted in January and February of the year. The distance learning materials are then combined with the communication plan that was developed in December. The result is a first-hand experience of agricultural communication with the nation’s policy-makers.

The schedule concludes each year with an onsite learning experience: The NYFEA Leadership and Advocacy program in Washington D.C. This program takes the voices of the next generation to the leaders of government. All participants are encouraged to attend Agriculture’s Promise in Washington, D.C.

Target Audience for Participation - The target audience consists of ag students, 4H members, FFA members, Young Farmers and Young Agribusiness Professionals.

How to Participate - To engage in the program a person must register and attend the program held during the annual NYFEA convention (a.k.a. The Institute). The program is traditionally held on the Saturday of the convention. Registration forms are available at www.nyfea.org. In addition, the participants are encouraged to engage in the distance learning programs.

Finally, the participants are invited to attend the spring activity in Washington, D.C.

Awards Winner
A panel of prominent judges from communication arena and a group of agricultural peers will select two national award winners and a runner-up based on the results of the Institute portion of the program. The winners will be selected to receive an expense paid trip to the Ag Promise program. The trip is awarded by John Deere as the presenter of the Ag Communication Award program.

Registration Information – See Agricultural Communication at www.nyfea.org or call 334-546-9951 for information.