

2013-2014 FFA PHOTO CONTEST

“Soy Snapshots – from the Pod to your Plate”

A picture is worth a thousand words... and it could be worth a thousand bucks!

The Kentucky Soybean Promotion Board is pleased to announce its first FFA Photo Contest. This contest replaced the YouTube contest.

OBJECTIVE

To convey in a single still photo, the importance of animal ag to Kentucky soybean farmers. Animal ag is the soybean farmers' number one customer, with chickens, pigs and cows consuming 97 percent of our nation's soybean meal. These photos will help educate consumers and remind farmers what happens to their soybeans when they travel “beyond the elevator.”

ELIGIBILITY

Any Kentucky junior high or high school FFA member may submit an entry. Entries are limited to one per student in each of four categories – chickens, pigs, cows and soybean production. Animal ag photos must include soy-based feed being consumed by (or offered to) chickens, pigs or cows. Production photos may be of spraying, harvest, hauling or planting.

TIME FRAME

Photos must be taken between September 1, 2013 and May 20, 2014. May 20, 2014 is the deadline to submit photos for this contest. They will be displayed and the winners announced at the state FFA convention in June 2014.

METHODOLOGY

Winners will be determined by the number of “likes” received on the Kentucky Soybean Association's Facebook page – www.facebook.com/pages/Kentucky-Soybean-Association – within the voting period. Entries will be assembled into four albums (chickens, pigs, cows and soybean production. Production may be planting, spraying, harvesting or, as in the photo on the right, any aspect of soybean farming.) on the Kentucky Soybean Association's Facebook page. A notification will be posted on that page (we will also Tweet) when the albums are uploaded, and the voting period end date and time will be plainly displayed.

AWARDS AND LEGAL

Photos, upon submission, become the property of the Kentucky Soybean Promotion Board and are subject to use at the Board's discretion. The student who submitted the photo in each category

(chickens, pigs, cows and production) with the most “likes” at the end of the voting period will receive \$500. A “Farmers' Choice” photo will also be selected by the promotion board, and the student who submitted that photo will be awarded a Grand Prize of \$1,000.

TO ENTER

Email an original **high-resolution** (300 dpi) **VERTICAL** (up -and-down; see example below) photo in .jpg format to rwagoner@kysoy.org.

The e-mail must also contain:

- Student name
- Student phone number
- FFA Chapter Name
- Chapter Advisor Name
- Chapter Advisor Email
- Chapter Advisor Phone Number
- Student Address (include city, state and ZIP code)
- Local Media Contact information (your city or county newspaper name and phone number – more than one if applicable)
- A brief description of the photo (location, subject matter, names of person(s) in the photo, etc.)

Entries not meeting the criteria above are subject to disqualification. “Like” us on Facebook at www.facebook.com/pages/Kentucky-Soybean-Association and follow us on Twitter @kysoybean.

