



Kentucky Department of Agriculture KY Proud FFA Direct Farm Marketing Contest

The Direct Farm Marketing Division with the Kentucky Department of Agriculture is sponsoring a contest for FFA members who are actively involved in the production, growth and marketing of fruits, vegetables, flowers, eggs, meat, fish, poultry, dairy and/or who produce a value-added product that has a direct Kentucky farm-gate impact. All products must be marketed and sold directly to the consumer through farmers' markets, roadside markets or on-farm markets.

WHO: FFA members that are actively involved in the production, growth and marketing of fruits, vegetables, flowers, eggs, meat, fish, poultry, dairy and/or who produce a value-added product that has a direct Kentucky farm-gate impact. All products should be marketed and sold directly to the consumer through farmers' markets, roadside market or on-farm markets. For the value-added, the products must have a direct KY farm-gate impact. For example, the FFA student must grow their own strawberries for the jam or they may purchase the strawberries from a Kentucky grower. This contest will test contestants on their planning, researching, display skills, advertising, promotion, and direct marketing abilities. Reselling of products are not allowed in this contest.

WHAT: The contest will consist of a written marketing plan and portfolio at the regional level. At the state level, regional winners will be interviewed and judged on their plan, marketing and production experiences. The marketing plan will consist of answering the attached questions in five pages or less. The questions on the plan are designed to highlight market research, display skills, and direct marketing abilities. Pictures of farm operation, products in the field, promotional materials and market displays should accompany the entry. Each picture must be labeled with a date and location identified.

At the state level, all regional winners will go through an interview process and asked questions regarding their operation. The interview will count 75% of the score while the marketing plan and portfolio will count the remaining 25%.

All entries will be judged by KDA marketing specialist at the state level.

Applications are due to Matt Chaliff in Frankfort by May 15th.

SPONSORED BY: Kentucky Proud, Kentucky Department of Agriculture, Direct Farm Marketing Division

PRIZES:

Regional Winners: \$50 State Winners: 1st Place - \$300
2nd Place - \$100

Congratulations to Fielden Bechanan from Nicholas County, 2019 State Winner.



Additional Information: For an active listing of all KDA registered farmers' markets please visit www.kyproud.com. For an active listing of all KY Farm Bureau Certified Farm Markets, visit <https://www.kyfb.com/federation/certified-farm-market/>