

## 2015 Farm-City State Multimedia Contest

The Alabama Farm-City Committee is excited once again to offer a Multimedia Contest for high school students. The contest is sponsored by Alabama Farmers Cooperative and complements the Farm-City poster and essay contests by providing teenagers another channel to express their creativity. The theme for all three contests is **"Agriculture: Sustaining Future Generations."**

Nurture, nourish, preserve -sustain. Perhaps no other occupation is more vital to sustenance than farming. Yet, today, many believe modern agricultural practices are at odds with sustainability.

The National Ag Day and Farm-City Week theme for 2015 tackles this misconception by challenging rural and urban folk alike to discover all the ways agriculture is "Sustaining Future Generations."

At the most basic level, farming sustains life by providing food, shelter and clothing. Without agriculture, everyday life would be like popular survival shows on television. While the idea of making primitive fire, setting traps to catch game and gathering berries for food might sound appealing for a week (with a film crew and safety team nearby), few of us would choose that lifestyle permanently.

Farmers grow grain, fruit, vegetables, milk, honey, meat, poultry and fish for our meals. They produce cotton and other fiber for clothing, and they cultivate trees for lumber.

But agriculture sustains life in other ways as well. Farmers play key roles in the sustainability of natural resources. Modern agricultural practices reduce erosion, create wildlife habitat, conserve water resources and preserve wetlands. Rarely is the survivalist mentality focused on sustaining resources: Farmers, however, understand the soil, water and air are vital to their productivity. They sustain these resources because they're dependent upon them for their livelihoods and because they have a deep respect for God's creation.

Farming also sustains the economy. Agriculture and forestry have a \$70 billion-a-year impact on Alabama's economy, and related industries account for more than 20 percent of all jobs. Agriculture is the lifeblood of small towns and rural communities. It's what sustains the banks, stores, equipment dealers and other small businesses. Without farming, many of these places would become ghost towns.

Agriculture, however, does more than preserve the status quo. It holds the answers to future challenges. Who will feed the estimated 9 billion people in the world by 2050? Farmers. Who will provide renewable energy solutions for the cars, homes and factories of tomorrow? Farmers. Who will provide the green space, wetlands and wildlife habitat we value ecologically, recreationally and aesthetically? Farmers. Who will grow crops

that fight disease and prevent sickness? Farmers. And who will pass down the values of faith, family, hard work and stewardship to future generations? Farmers.

Sustainability isn't a fad, movement or marketing ploy. It's a way of life for farmers.

We hope you will find the theme interpretation helpful as you prepare your multimedia entry.

### **Eligibility and Rules**

Entry is open to ninth through twelfth graders. A \$100 cash prize will be awarded to the first-place winner at the county level, \$50 cash prize for the 2<sup>nd</sup> place and \$25 for the 3<sup>rd</sup> place winner. All monetary gifts will be given out at the annual Farm-City banquet. The banquet will be held on November 19, 2015 at the Fayette Boy Scout building.

The presentation must be created in PowerPoint or Keynote and relate to theme. Video, audio and narration may be included, but all components must be packaged with the presentation so that it may be played on any compatible computer.

The presentation must be submitted on a CD or DVD and must be packaged with all linked media files. The presentation may be exported to a .mov or .wmv format movie.

The PowerPoint presentation should be 3-5 minutes in length. The presentation should not require live narration (by the viewer), and the slides should be set to change automatically.

The presentations will be judged on: content, adherence to topic, accuracy of information, appearance, originality, audience appeal, mechanics, timing, graphics, organization, clarity, flow of material and conclusion.

All entries will be judged first at the county level with the first place winner in each county being submitted to the Alabama Farm-City Committee. **One entry per county may be submitted for judging at the state level.**

**Deadline for entry at the county level is November 6, 2015. Winners will be notified by mail no later than March 11.** Award winners will be announced at the Farm-City Awards Luncheon in Birmingham on April 7.

All entries may be used at the discretion of the Alabama Farm-City Committee without further permission or monetary consideration.

For more information, contact Warren Griffith at the Fayette County Extension Office at 205-932-8941. For a copy of the rules, you may stop by the ALFA office in Fayette, or the Fayette County Extension Office.

## 2015 Farm-City State Essay Contest

The Alabama Farm-City poster, essay and multimedia theme for 2015 is **“Agriculture: Sustaining Future Generations.”**

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The contest is sponsored by the Farm-City Committee of Alabama, P.O. Box 11000, Montgomery, AL 36191-0001, in cooperation with Alabama Ag in the Classroom and Alabama Farmers Cooperative. More information for teachers and students is available online at [www.AlaFarmers.org](http://www.AlaFarmers.org), [www.AlabamaAITC.org](http://www.AlabamaAITC.org) and [www.AgEducate.org](http://www.AgEducate.org) or by contacting your local Alabama Cooperative Extension System office.

State winners in the poster, essay and multimedia contests will be featured in the Alabama Farm-City Committee's 2017 Farm-City Calendar.

## Eligibility and Rules

1. Division I is open to all students in grades 7-9.  
Division II is open to all students in grades 10-12.
2. First, second and third place winners will be named for Fayette County. **1<sup>st</sup>- \$100, 2<sup>nd</sup> \$50 and 3<sup>rd</sup> \$25. All monetary gifts will be given out at the annual Farm-City banquet.** The banquet will be held on November 19, 2015 at the Fayette Boy Scout building.
3. Essays must relate to the theme. **The name of the theme must be stated in the essay.**
4. All entries will be judged first at the County Farm-City Committee level with the first place winner in the county being submitted to the State Farm-City committee. One entry per division, per county may be submitted for judging at the state level.
5. Criteria: Essay should be 500-1000 words, neatly typed and double spaced on 8 1/2x 11 white paper. Essays will be judged on:
  - A. Content Title
    - Topic Sentence**
    - Adherence to topic**
    - Accuracy of information**
    - Supporting details**
    - Appearance**
    - Originality**
    - Reader appeal**
  - B. Mechanics
    - Grammar**
    - Punctuation**
    - Sentence Structure**
    - Capitalization**
    - Spelling**
  - C. Organization
    - Clarity**
    - Flow of material**
    - Conclusion**
6. Please drop off all entries at the Fayette County Extension Office, 650 McConnell Loop, Fayette, AL 35555. **Drop-off deadline is November 6, 2015 by no later than 4:00 pm.**
7. All entries may be used at the discretion of the AG in the Classroom Steering Committee and Farm-City Committee of Alabama without further permission or monetary consideration.

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