



We invite you to participate in the 4th Annual

ADVOCACY IN ACTION COMPETITION

Hosted by Georgia Farm Bureau

Are you a student who believes in the future of agriculture? Do you want to advocate for the future of farming, food security, and rural communities? We have an exciting opportunity just for you! Introducing the Advocacy in Action competition consists of High School and College divisions with students from around the Southeast. This event will unleash your passion for agriculture and empower you to make a difference. Advocacy in Action is your platform to showcase your knowledge, advocacy skills, and innovative ideas that can revolutionize the agricultural industry.

To register visit: gfb.org/advocacy/competition

AUGUST 30 | Registration Deadline

SEPTEMBER 16 | Video submissions due

SEPTEMBER 30 | Advancing Teams Notified

OCTOBER 16 | Finals at Subelt Ag Expo in Moultrie, GA

CASH PRIZES AWARDED TO FINALISTS

For more Information contact **Amelia Junod**
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ADVOCACY IN ACTION

Sponsored by Georgia Farm Bureau and Sunbelt Ag Expo

THE CHALLENGE

The Advocacy in Action Challenge is a two-part competition that aims to engage students in the areas of agricultural policy and advocacy. Round One will take place prior to the Expo and will require students to submit a 2-3 minute video response to a issues-based prompt. Round Two will take place on Wednesday, October 16th at the Expo and will consist of an in-person interview based on a second issues-based prompt.

THE TEAMS

The competition will be broken into two divisions: high school and collegiate (undergraduate). Teams will be made up of three students apiece. Each student will receive an "Advocacy in Action" t-shirt, available for pickup at the Sunbelt Ag Expo.

ROUND ONE: THE VIDEO

The prompt for the video portion of the competition will be provided by end of day August 30th, when registration closes. Videos will be due on September 16th. Each member of the team must participate in the video. Videos should be no shorter than two minutes and no longer than three minutes and should address, to the best of the group's ability, the provided prompt.

ROUND TWO: THE INTERVIEW

Following the September 16th deadline, videos will be reviewed and the top three teams in each division will be selected. Finalists will be notified by September 30th and provided with a second prompt. This prompt will serve as the guide for an in-person interview to take place at the Sunbelt Ag Expo on the morning of Wednesday, October 16th. Should a team be selected as a finalist, all team members **MUST** be able to attend the Sunbelt Ag Expo on Wednesday, October 16th.

For the in-person portion of the competition, each team will be paired with an agricultural lobbyist and/or policy professional who will serve as their "coach" for the day. Coaches and teams will be given thirty minutes to review the prompt and prepare for their interviews. Following the preparation segment, coaches and team will travel through the Sunbelt Ag Expo grounds to showcase their knowledge of the prompt with judges in three short, five-minute "elevator" interviews intended to replicate advocating at the State Capitol. As competition judges, these industry leaders will then convene to select a winner in each division. Winners will be announced at the award reception on the afternoon of Wednesday, October 16th.

THE AWARDS

Students of the top three teams in each division will receive a monetary prize provided by Georgia Farm Bureau. Additionally, the first-place team in each division will be invited to attend Georgia Farm Bureau Day at the Capitol on February 11, 2025 in Atlanta, GA.

THE DATES

August 30, 2024: Registration closes and the video prompt is released.

September 16, 2024: Video submissions are due.

September 30, 2024: Finalists are notified and the in-person interview prompt is released.

October 16, 2024: In-person interviews take place at the Sunbelt Ag Expo.

CONTACTS

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