



We invite you to participate in the 5th Annual

ADVOCACY IN ACTION COMPETITION

Hosted by Georgia Farm Bureau & Sunbelt Ag Expo

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/AIA

AUGUST 29 | *Registration Deadline*

SEPTEMBER 15 | *Video submissions due*

SEPTEMBER 29 | *Advancing Teams Notified*

OCTOBER 15 | *Finals at Sunbelt Ag Expo in Moultrie, GA*

CASH PRIZES AWARDED TO FINALISTS

For more Information contact **Amelia Junod**
aljunod@gfb.org | 478.474.0679 ext. 5405



ADVOCACY **IN ACTION**

Sponsored by Georgia Farm Bureau and Sunbelt Ag Expo

THE CHALLENGE

The Advocacy in Action Challenge is a two-part competition designed 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 an issues-based prompt. Round Two will take place on Wednesday, October 15th 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 is provided on our registration website. Videos will be due on September 15th. Each team member must participate in the video. Videos should be no shorter than two minutes and no longer than three minutes addressing, to the best of the group's ability, the provided prompt.

ROUND TWO: THE INTERVIEW

Following the September 15th deadline, videos will be reviewed and the top three teams in each division will be selected. Finalists will be notified September 29th and provided with a second prompt. This prompt will serve as a guide for an in-person interview taking place at the Sunbelt Ag Expo on the morning of Wednesday, October 15th. Should a team be selected as a finalist, all team members **MUST** be able to attend the Sunbelt Ag Expo on Wednesday, October 15th.

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. Teams should come prepared with a draft plan or outline to review with their coach. 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 15th.

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 10, 2026 in Atlanta, GA.

THE DATES

August 29, 20 25: Registration closes.

September 15, 2025: Video submissions are due.

September 29, 2025: Finalists are notified and the in- person interview prompt is released.

October 15, 2025: In-person interviews take place at the Sunbelt Ag Expo.

CONTACTS

Amelia Junod, Georgia Farm Bureau | aljunod@gfb.org

Rebecca Lovett, Oak & Willow Creatives | rebecca@owcreatives.co