

Diversified Livestock Production – Placement

Sponsored By: Tennessee Farmer's Cooperative



Purpose: FFA members excelling in this area are using the best management practices available to efficiently produce and market a combination of two or more livestock related proficiencies such as beef, dairy, swine, equine, specialty animals, small animal production or poultry. This award area is for those in a placement program.

Background: Many agriculture producers are diversified and produce more than one kind of livestock. FFA

members need to be able to efficiently produce quality animals in order to compete in today's market.

Visibility: The sponsor of this award will be recognized in the following ways:

- ✓ Immediate press release recognizing the new partnership.
- ✓ Statewide recognition at the state FFA Convention in front of 2500 FFA members.
- ✓ Statewide media recognition through press releases in agricultural publications.
- ✓ Name of sponsors on plaques received by FFA members.
- ✓ Up to thirty applicants statewide annually.

Budget: The annual cost of this three-year commitment is \$500.00. This amount of support each year will provide for cost of award plaques with sponsor's name on each of three regional levels and on the statewide level and cash awards.

Expected Results: This partnership will generate added interest and excitement in this award area. Through this increased interest more students will focus their skill development in the area of Diversified Livestock Production.