

Diversified Agricultural Production Sponsored By: Tennessee Farmer's Cooperative



Purpose: An award for FFA members using the best management practices available to efficiently produce and market a combination of two or more livestock and crop related proficiencies. Must include at least one livestock and at least one crop related proficiency. Students with placement or entrepreneurship programs may enter in this area.

Background: Many agricultural production operations in Tennessee are diversified producing both livestock and crops. FFA members who own or work for this type of operation are able to compete for this award.

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 sponsor 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 Agricultural Production.