



“Planting a Seed”

Grant Program

Introduction

By 2050, the world population is predicted to grow from 7 billion to more than 9 billion people. This increase in population, combined with a growing middle class, will result in a doubling of food demand.

Only four percent of the earth’s surface is suitable for food production. We will certainly not have 100 percent more high-quality land available to grow twice the amount of grain or two times more livestock. The U.N. Food and Agriculture Organization reports that added farmland will help produce only 20 percent of the additional food our planet will need in 2050 and 10 percent will come from increased cropping intensity.

Therefore, the FAO concludes that 70 percent of the world’s additional food needs can be provided only with new, efficiency-improving technologies. Science and technology, combined with the ingenuity and dedication of people involved in a variety of agricultural and life sciences careers, must develop ways to produce more units of food using less land, water and energy.

The next generation of leaders will be needed to develop new and better ways to enhance food productivity. To do so, they will need a well- educated and highly-motivated work force. It’s important, therefore, that we “plant a seed” in the minds of young people about the promise and opportunities that exist in agriculture. This will encourage them to consider and pursue the many innovative and exciting careers that exist (and will evolve) in this noble and exiting profession.

Iowa Food & Family Project (www.iowafoodandfamily.com), in cooperation with Pioneer Hi-Bred and the Iowa FFA Foundation, is pleased to sponsor the “Planting A Seed” Grant Program. The Iowa Food & Family Project, launched in April by the Iowa Soybean Association, involves nearly 25 partners and is dedicated to inspiring greater trust between farmers and consumers to the benefit of Iowa’s people and places.

The goal of this first-of-its-kind activity is to incentivize FFA chapters to conduct programming in their schools and communities that inspire young people to pursue careers in agriculture and life sciences. Also, to increase awareness about Iowa agriculture’s leadership and the farmers’ dedication to continued improvement and commitment to providing healthy and wholesome food for everyone.

Your FFA chapter is encouraged to participate!

Grant program summary

Calendar

Nov. 2011-April 2012

Details

- Iowa FFA chapters are invited to apply for one of five \$1,500 grants to conduct activities in spring 2012 that:
 - Stimulate increased awareness and interest among K-12th-grade students in pursuing agricultural careers;
 - Emphasize the important role that science and technology play in helping all farmers continually improve while providing healthy and wholesome food for everyone; and
 - Showcase Iowa's unique capacity to provide food and fiber for domestic and global consumers (for example, nearly 90 percent of Iowa's land area is devoted to food production, the highest percentage of any state. Furthermore, one-quarter of the world's most productive farm ground is located in Iowa).
- All grant applications due to the Iowa FFA Foundation by Friday, Dec. 30, 2011.
- A five-person panel will meet the week of Jan. 9, 2012 to review all grants applications submitted. The panel to include farmers and representatives of Pioneer Hi-Bred, Iowa Food & Family Project and Iowa State University's College of Agriculture & Life Sciences.
- Five grant recipients will be named January 19, 2012 and publicized via print and broadcast media (including localized news releases as well as state and national publicity).
- Grant recipients to conduct activities between Jan. 30 – March 23, 2012.
- Upon completion of activities, each grant recipient will submit a report (due no later than March 27) summarizing the success of their event(s), the number of people participating, what they learned and how they believe the activities succeeded in driving interest in agricultural and life sciences careers. Chapters will also be encouraged to use online media and other communications channels to promote their programs and to conduct at least one presentation to be given by its members at a civic or community group meeting. The activity summaries will be used as criteria for selecting the "Award of Excellence" Chapter (see next section).
- Grant recipients will be recognized on-stage at the 2012 FFA State Leadership Conference to be held in Ames (April 2012).
- One chapter determined to have conducted the most innovative and successful program will be named on stage and presented a **\$1,500 "Planting A Seed" Award of Excellence** to be used to support general chapter activities.

Activity ideas

There are numerous ways to take advantage of this unique learning opportunity. A few include:

- In-school career fairs promoting agricultural and life sciences.
- Field trips including tours of local seed production facilities, renewable fuels plants, feed mills, grain and livestock farms, commodity processing facilities and/or the many businesses that support ag (banks, grocery stores, equipment dealers/manufacturers, etc.).
- Class assemblies to be conducted during National Ag Week or National FFA week focusing on these critical issues (representatives of the Iowa Food & Family Project, Pioneer Hi-Bred and Iowa FFA Foundation would be available to assist in these programs).
- Agricultural fairs that showcase examples of agricultural technology and how it assists Iowa's farmers provide more food using less land, water and energy (possible speakers include farmers and representatives of Pioneer Hi-Bred, Iowa FFA Foundation, Iowa Soybean Association, ISU Extension, ISU College of Agriculture, etc.).
- Innovative displays and/or learning experiences that:
 - Showcase the tremendous progress that has been made in the amount of food produced by each Iowa farmer. For example, in 1940, an Iowa farm family produced enough food to feed 8 people; today, that number has increased to 155
 - Contrast the growing world population trends with the fact that less than 4 percent of the earth's surface is suitable for food production (75 percent is ocean/seas while another 21 percent is arctic, mountains, desert or inhospitable for plant and protein production).
 - Illustrate the hundreds of careers available in ag and life sciences
- Unique contests or programs that encourages students to think about where their food comes from that also includes the science and technologies that made it available.
- Equipment/farm product displays/tours featuring combines and tractors equipped with global positioning systems, yield monitors etc., seed and feed samples, etc.

Hint: utilize the \$1,500 in grant funding to encourage local partnerships and investments!

Key messages to use as part of programs

1. The growing demand for food, including population trends and the need to double world food output by 2050;
2. Iowa's leadership in plant and meat protein production: we're first in pork, egg, corn and soybean production and rank in the top-12 nationally in dairy, turkey and beef;
3. Iowa agriculture plays an important role in the state's overall employment and economic activity. For example, agriculture is responsible for 27% of the state's economic activity and employs 16% of the state's workforce. *National unemployment is at 9.1% while Iowa's unemployment rate stands at 6.1%;*
4. FFA plays a very important role in helping develop the next generation of agricultural experts and entrepreneurs;
5. Farmers are committed to continuous improvement and providing healthy and wholesome food choices for everyone using less land, water and energy. For example:
 1. Since 1987: every bushel of soybeans uses 26% less land, 61% less energy and 20% less water
 2. Since 1944, every gallon of milk requires 65% less water and 90% less land
 3. Since 1977, each pound of beef requires 14% less water and 34% less land
 4. America's corn farmers grow 87% more corn per ounce of fertilizer while energy used to grow a bushel of corn has decreased by 37%.

6. The tremendous demand for bright and dedicated young people wanting to pursue an education in agriculture and life sciences.

Timeline

- **Wednesday, Nov. 16** | Applications distributed to FFA chapters
- **Friday, Dec. 30** | Grant applications due to Iowa FFA Foundation
- **Week of Jan. 9, 2012** | Grant applications reviewed (judges)
- **Thursday, Jan. 19** | Grant recipients announced
- **Jan. 30 - March 23** | Activities conducted
- **Tuesday, March 27** | Grant activity reports due to Iowa FFA Foundation
- **April 23/24** | Grant recipients recognized at state FFA leadership conference

Dates of Interest

You may wish to conduct your activities on/during National FFA Week and National Ag Day to generate added interest and involvement. Dates for these events are:

Feb. 18-25, 2012	National FFA Week
March 13, 2012	National Ag Day

Have questions? Please contact:

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Attachment: Examples of ag and ag-related careers

Examples of ag and ag-related careers

The most obvious careers are directly related to the farm or ranch. But did you know that there are approximately 22 million people who work in more than 200 rewarding and challenging careers.

Agricultural careers may be divided into various categories. These include: Agribusiness Management, Agricultural and Natural Resources Communications, Building Construction Management, Agriscience, Resource Development and Management, Parks, Recreations, and Tourism Resources, Packaging, Horticulture, Forestry, Food Science, and Fisheries/Wildlife.

Agribusiness Management

Managerial functions performed by organizations throughout the food system. Sample job titles: Commodity Trader, Agricultural Production Specialist, Purchasing Manager, Financial Manager, Farm Owner and Manager, and Wholesale/Retail Buyer Manufacturing Manager.

Agricultural and Natural Resources Communications

Careers in journalism, public relations, and advertising/marketing. Sample job titles: Marketing Communications Manager, District Sales Representatives, Advertising Manager, Reporter, Editor, and Account Manager.

Building Construction Management

Land development and structural buildings. Sample job titles: Project Manager, Estimator, Construction Scheduler, Controller, Purchasing Agent, Site Manager, Field Engineer, Land Developer, and Real Estate Appraiser.

Agriscience

Provides a foundation for careers in agricultural and natural resources industries. Sample job titles: Agriscience Educator, Extension Educator, Farmer, Agronomist, Research Scientist and Human Resource Director.

Resource Development and Management

Focus on policy analysis, planning, evaluation, budgeting, and program management. Sample job titles: Environmental Analyst, Environmental Planner, Solid Waste Coordinator, Water Resource Specialist, and Economic Development Specialist.

Parks, Recreation and Tourism Resources

Planning and managing programs, areas, and facilities that are designed to meet people's leisure needs and enhance quality of life. Sample job titles: Park Ranger, Interpreter/Naturalist, Environmental Educator, Travel and Convention Planner, Youth Program Director, Camp Counselor, Park and Recreation Director, and Tourism Consultant.

Packaging

Food packaging, health care and pharmaceutical packaging, and industrial packaging. Sample job titles: Packaging Engineer, Quality Control Coordinator, Laboratory Manager, and Package Designer.

Horticulture

The science and art concerned with culture, marketing, and utilization of high value, intensively cultivated fruits, flowers, vegetables, and ornamental plants. Sample job titles: Retail Manager, Landscape Designer, Entrepreneur, Florist, Contractor, Nursery Grower, and Nursery Stock Buyer.

Forestry

The science and art of managing natural resources that occur on forest lands. Sample job titles: Forester, Forest Ranger, Consulting Forester, District Ranger, Arborist, Naturalist, Timber Buyer, and Forest Nursery Manager.

Food Science

Develop new foods, investigation of new production and processing methods, and research ways to insure a safe, nutritious and economical food supply. Sample job titles: Food Technician, Laboratory Technician, Food Chemist, and Quality Control Manager.

Fisheries and Wildlife

Environmental management, conservation, and wildlife ecology and management. Sample job titles: Land Management Specialist, Water Quality Specialist, Habitat Specialist, and Fish Hatchery Manager.

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