



Advertising and Promotion Practicum 2011 Michigan FFA Ag. Sales Contest



Background information:

Welcome to Beyond the Elevator

For your soybeans, the grain elevator is just the first stop on their way to millions of diverse customers. Knowing who they are is the first step toward producing the best possible U.S. soybeans that increase the value of every acre. That's why the soybean checkoff has created BeyondtheElevator.com: To connect you, the U.S. soybean farmer, with your most important customers beyond the local grain elevator.

Meet your customers – they're a bunch of animals!

- In 2009, U.S. farmers and ranchers raising poultry and livestock added over 1.8 million jobs to the U.S. economy. These farmers and ranchers added \$252 billion to the economy and generated \$16 billion in tax revenue.
- Little bites add up to a lot. Broiler chickens eat more than 10.3 million tons of soybean meal per year.
- It's called "Eating Like a Pig" for a reason. U.S. swine devour over 9 million tons of soybean meal every year.
- U.S. soy exports set a record for the fourth year in a row with 1.9 billion bushels. China's demand for quality U.S. soybeans has grown due to increased meat production. It's estimated that by 2020 the meat demand in China could exceed 90 million tons, increasing soybean meal demand by 37 percent.
- Nothing "fishy" about it. International aquaculture represents one of the fastest growing markets for U.S. soybean meal.



Assignment:

You have been hired by the Michigan Soybean Board to develop a 1 page (8 1/2" X 11") add to go into the Michigan Farmer Magazine. The goal of the ad is to raise awareness of the current soybean checkoff promotional campaign website, "www.beyondtheelevator.com". It is to be in full color and will be published in the June, 2011 edition. Your target audience is all Michigan farmers who raise soybeans. You have 30 minutes to prepare this advertisement.

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Customer Relations Practicum

2011 Michigan FFA Ag. Sales Contest



Background Information:

You are the veterinary technician at the River Run Veterinary Service. Your business is a large animal clinic which specializes in the treatment of cattle and swine.

The Miller family has 2 children, Jim and Amber, who have purchased beef cattle to show and sell at the county fair. Their parents, Tom and Cindy, have some questions about how to properly worm their kid's cattle. They have come into your clinic because they have a lack of understanding of the use of your merchandise. You had sold them a product called, "Ivomec" to kill any worms in their cattle and they need your help to correctly use the product you sold to them.

Background on Product:

IVOMEC[®] 1% INJECTION FOR CATTLE

INTRODUCTION

IVOMEC[®] (ivermectin) is an injectable parasiticide for cattle and swine. One low-volume dose effectively treats and controls internal and external parasites that may impair the health of cattle and swine.

DOSAGE

Cattle: IVOMEC Injection should be given only by subcutaneous injection under the loose skin in front of or behind the shoulder at the recommended dose level of 200 mcg of ivermectin per kilogram of body weight.

Body Weight (lb)	Dose Volume (mL)
220	2
330	3
440	4
550	5
660	6
770	7
880	8
990	9
1100	10

Keep this and all drugs out of the reach of children.

RESIDUE WARNING: Do not treat cattle within 35 days of slaughter. Because a withdrawal time in milk has not been established, do not use in female dairy cattle of breeding age.

PRECAUTIONS

Discomfort has been observed in some cattle following subcutaneous administration. A low incidence of soft tissue swelling at the injection site has been observed. These reactions have disappeared without treatment. For cattle, divide doses greater than 10 mL between two injection sites to reduce occasional discomfort or site reaction. Use sterile equipment and sanitize the injection site by applying a suitable disinfectant. Clean, properly disinfected needles should be used to reduce the potential for injection site infections.

Environmental Safety

Studies indicate that when ivermectin comes in contact with soil, it readily and tightly binds to the soil and becomes inactive over time.

Assignment:

You have 5 minutes to prepare and then 10 minutes to resolve this situation (*A warning will be given at 8 minutes*).

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Market Analysis Practicum

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Contestant's Copy



I. Background:

Your team has been hired by Mr. Fred Morrin and his son, Steve, to help them decide if they should open a yard and garden equipment sales and service business. They currently have a successful lawn maintenance business where they have 10 employees (5 crews) and are servicing 125 homes and businesses in the greater Lansing area. Now that the lawn maintenance business is profitable, they want to diversify their interests and start a new business. Prepare and present a Market Analysis, making recommendations to them about their options.

II. Market Research:

Upon doing your research, you learn that there are 10 businesses in the greater Lansing area who currently specialize in the sale and service of yard and garden equipment. You also learned that there are 20 other locations that sell lawn and garden equipment, but offer no service on that equipment if it breaks down.

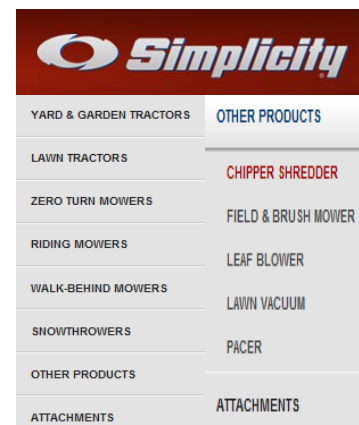
As of the 2010 census, the Metropolitan Statistical Area (MSA) of Lansing had a population of 464,036. It ranks as Michigan's third largest metropolitan area. Its population is a mix of well educated professionals and automotive workers.



The Morrins have experience in repair of their own equipment, and have always had good luck with Simplicity Brand lawn and garden equipment. The closest other Simplicity equipment dealer is in Flint (35 miles away). The Simplicity Brand manager is willing to allow a new dealership in the Lansing MSA providing further market analysis.

Simplicity offers a full line of lawn and garden equipment to meet the needs of the consumers in the area. They offer a 40% profit margin on all equipment and parts. Most newly created Simplicity dealerships will sell \$100,000.00 in gross sales in their first year and \$200,000 in the second year. Sales beyond the first 2 years vary based on the success of the business and the economic conditions of the area. Simplicity will also cost share 80% of the cost of the advertising for the first year up to a maximum of \$10,000.

Servicing of equipment may also be a source of income for the Morrin family being that they have experience working on their own equipment. They will need to decide if they will hire more staff to perform this service or if they can handle it with current employees or by themselves. Current rates for service begin at \$100 for the first hour, and \$50/hour afterwards. This may also be something which can differentiate their business from their competitors.



The Morrins currently own a pole barn which could be converted into a retail sales location. It would take \$20,000 in renovations and 2 months to complete. It is located on Price Road, (a paved road) which is ½ mile west of Capital Drive, the main road between Lansing and DeWitt (an affluent suburb of Lansing). The use of this location would also require a change in zoning to allow for retail sales in a district currently zoned as Rural Residential. There is also a building for rent, located on Capital Drive, ½ mile south of town between Lansing and DeWitt which formerly housed a Camper/RV Sales outlet. The zoning is approved for retail sales, but it would need \$10,000 in renovations and would cost \$2000/month in rent or could be purchased for \$200,000.

III. Your Assignment:

You need to help Mr. Fred Morrin and his son, Steve, decide if they should open a yard and garden equipment sales and service business:

1. Goals: Both short term (less than one year) and long term (greater than 1 year) goals.
Note: Be creative and thorough/complete in your responses.
2. Development of a Proper Marketing Mix to reach those goals, including:
 - Products and possible services.
 - Style of business (retail, wholesale, delivery, etc).
 - Price, and pricing policies
 - Promotions or Programs to secure new business.*Note: Be sure to show your knowledge of the Marketing Concept.*
3. Development of Evaluation and Control procedures.

In the next 20 minutes, you are to prepare a one-page summary of your recommendations to be given to the judges as well as your team's oral presentation. Upon the completion of your 20-minute preparation time, you will then have 10 minutes to present your recommendations and summary page to the judges.

Note: Due to the time constraints of the Morrins (the judge(s)), your presentation will be limited to the allotted 10 minute time frame.

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Prospecting Practicum

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Background Information:

You are a new sales representative for Frontier Farmer's Coop. Your business sells seeds, herbicides, and fertilizer to local farmers. Your boss has just come into your office to introduce to you a new program to encourage farmers to do soil testing by using a process called "grid sampling".

(Note: Traditionally farmers would take soil samples from random places throughout a large field, mix them in a bucket, and pull out a sample to send to the lab for testing. This would determine how much of each kind of fertilizer should be applied to the entire field. With this new "grid sampling" procedure, you would soil sample the field in 2.5 acre "grids" (not as one big area) and test these smaller areas as separate soil tests. This gives a more accurate test of the fertility needs of the field, and then allows your Coop to only apply what is needed to each "grid" in the field. This keeps the farmer from applying too much fertilizer to some parts of the field which didn't need it, and allows for more fertilizer to be applied to those grids in a field that need more fertilizer.)

This cost for traditional, whole field soil sampling is \$2.00/acre where as the cost of the new "grid sampling" soil test is \$5.00/acre. Therefore the cost of the new soil testing is more expensive, but the farmer will save money overall by only applying fertilizer to those "grids" of the field which really need the fertilizer. The farmer will also raise higher yielding crops by being more accurate with the fertilizer application (not over, or under applying fertilizer to the whole field).

Your Assignment:

You will be calling Mrs. Jackson, a long time customer of Frontier Farmer's Coop. She has traditionally done the whole field soil sampling to her fields. You are to introduce yourself and explain to her the advantages of spending more money on "grid sampling" her fields this year and get her to agree to "grid sample" 50% of her 1500 acre farm this year.

You have up to 10 minutes to prepare and 5-7 minutes to complete your call.

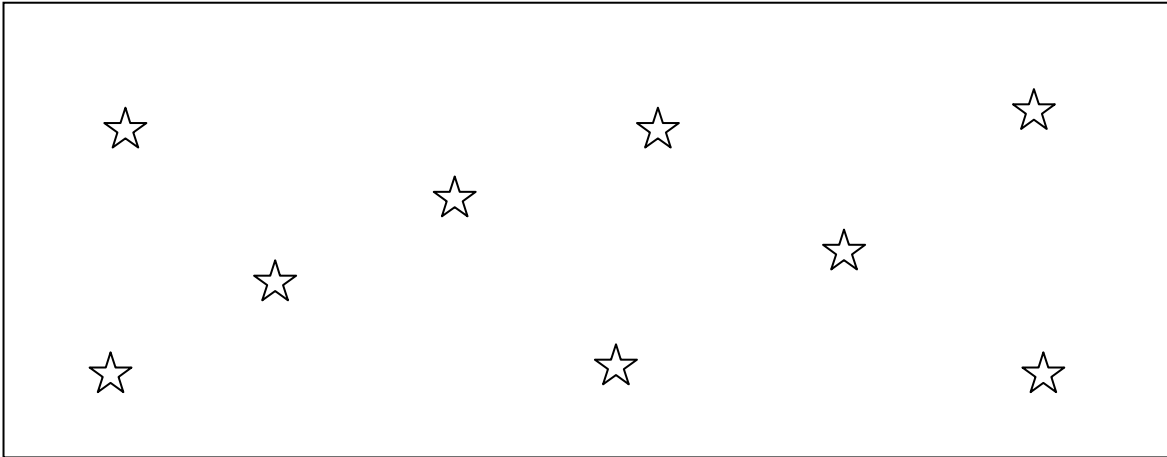
***Call the Judge at _____ when you are ready to begin the contest.**

(EXAMPLES OF SOIL SAMPLING ON BACK)

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Example:

Traditional whole field sample:

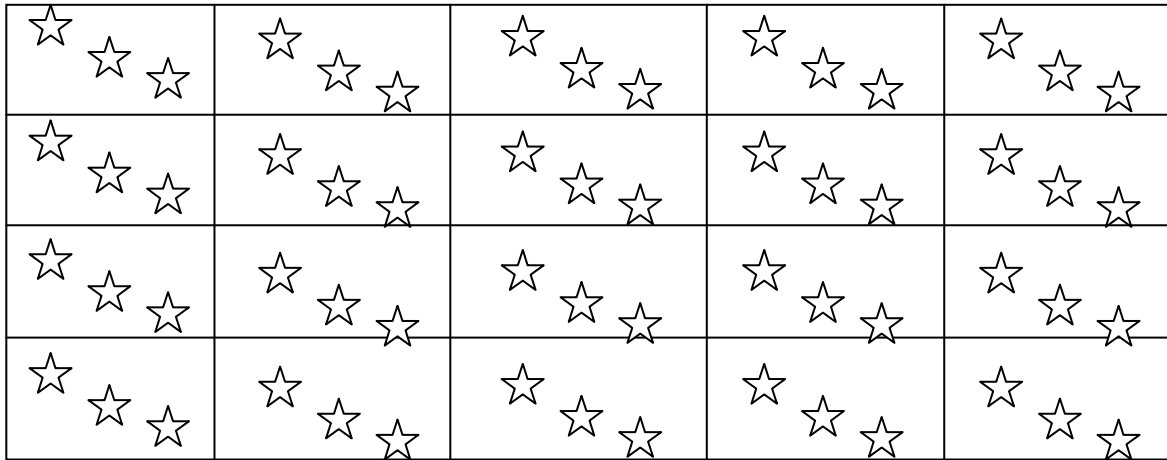


50 acre field: 9 soil samples taken, all mixed together in a bucket, one test is done from this combined soil sample. This field may have hills and valleys which vary in soil type.

Note: The average of the fertilizer needs of the entire field will be applied equally to the entire field.

Cost = \$100.00 (50 acres at \$2.00/acre)

“Grid Sample” Field Example:



Same 50 acre field: 3 soil samples taken per grid, each grid is mixed in a bucket and one test is done per grid, giving you a total of 20 tests for this one field. This field may have hills and valleys which vary in soil type. **Note:** Application of fertilizer can now be applied to the needs of the individual grid, creating cost savings if the same amount of fertilizer is not needed in all grids. Plus, now you do not have too much fertilizer where it was not needed and too little fertilizer where more was needed.

Cost = \$250.00 (50 acres at \$5.00/acre)



Telephone Skills Practicum

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Background Information:

You are the customer service manager for Nasco. Nasco was started in 1941 by a vocational agriculture teacher. He developed several teaching aids to use in his vocational agriculture classes...teaching aids that were not readily available from any other source. Located in Fort Atkinson, Wisconsin, Nasco is comprised of a central office, warehouse facilities and a production facility. Nasco's 20 different catalogs offer over 65,000 unique products for farmers and ranchers, and industry. In addition to serving customers in all 50 states, Nasco's unique blend of products for education, health care, agriculture, and industry appeals to customers in over 100 countries

One of your customer service reps came to you with a situation. A customer had called her and complained that the egg incubator Nasco had sold them was defective and demanded that Nasco both give her a full refund, plus send her a new incubator to replace the broken one. Your sales rep only has the authority to replace products which arrive to the customer in a non-working condition. The customer demanded to speak to her manager (you).

Request Catalog



Your Assignment:

You are to place a call to this customer, (customer's name is Sam) at _____ . You are to handle this customer's complaint, while adhering to company policy. Company policy will allow a manager to either refund the customer's money (will refund purchase price plus shipping to the customer, if the product is returned to Nasco - customer pays return postage), or Nasco will replace the product with the same or similar model – not both. Note: Remember to ask probing questions, finding out what really happened and what the customer really wants to become completely satisfied.

***Call the judge when you are ready to begin the contest at the number above.**

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