



Advertising and Promotion Practicum 2012 Michigan FFA Ag. Sales Contest



Background information:



Every ounce of soil contains nematodes (microscopic worms). Some are beneficial and others feed on the roots of corn, damaging their ability to produce top yields. The “Avicta Complete Corn” is a powdery treatment which Syngenta can apply directly to the corn seed which farmers purchase from Syngenta. When farmers plant corn with this Avicta Complete Corn treatment on their seed, the treatment protects the developing corn roots from being eaten by nematodes.

The advantage of using a seed treatment such as Avicta Complete Corn is that you only destroy the bad nematodes (those which feed on the corn roots) while preserving the beneficial nematodes in the soil. Other benefits include:

1. Control of free-living nematodes from damaging your corn plant roots with the inclusion of abamectin, the nematicide portion of Avicta Complete Corn.
2. Protection from diseases with the inclusion of Maxim XL, Apron XL and Dynasty fungicides into Avicta Complete Corn.
3. Protection from insects with the inclusion of Cruiser insecticide into Avicta Complete Corn.
4. More, and healthier roots to better absorb water and nutrients into the corn plant.
5. More yield, with a multi-year average yield benefit of 6 bushels per acre on 85% of the acres.

Assignment:

You have been hired by Syngenta to develop a 1 page (8 1/2” X 11”) advertisement to go into the Michigan Farm News. The goal of the ad is to get farmers to purchase their corn with the new “Avicta Complete Corn” treatment on their seed. It is to be in full color and will be published in the May, 2012 edition. Your target audience is all Michigan farmers who raise corn. You have 30 minutes to prepare this advertisement.

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Important: Always read and follow label instructions before buying and using these products. The instructions contain important conditions of sale, including limitations of warranty and remedy. Avicta Duo Corn is a Restricted Use Pesticide. For use by certified applicators only. Growers planting Avicta Duo Corn treated seed are not required to be certified applicators. Maxim Quattro is not currently registered for sale or use in all states. Please check with your state or local extension agent before buying or using this product. Avicta Complete Corn is a combination of separately registered products containing Avicta Duo Corn nematicide/insecticide and Maxim Quattro fungicide or Maxim XL and Dynasty fungicides and may additionally contain Apron XL fungicide and/or Cruiser seed treatment insecticide. Avicta® technology is protected by U.S. Patent No. 6,875,727. Cruiser Extreme 250 and Cruiser Extreme 1250 are seed company-applied combinations of four separately registered active ingredients that respectively deliver 0.25 and 1.25 mg aI/seed of Cruiser (thiamethoxam) plus three fungicides: Apron XL, Maxim XL and Dynasty. Apron XL®, Avicta®, Cruiser®, Cruiser Extreme®, Dynasty®, Maxim®, Beyond Seed Protection™, Seedcare™ and the Syngenta logo are trademarks of a Syngenta Group Company.



Customer Relations Practicum

2012 Michigan FFA Ag. Sales Contest



Background Information:

You are the Sales Representative for Golden Valley Seeds who sells soybean seed to farmers. A farmer who purchased soybean seed from you is unhappy with the quality of the seed purchased. The farmer said that when they opened the bag of seed to put it into their planter, they found that some of the seeds in the bag were broken &/or cracked. The farmer's hired hand planted seed from this same seed lot 2 weeks ago and though the hired man planted 160,000 plants per acre, only 100,000 live plants per acre have survived. This farmer wants you to come over to their farm to remedy their problem. The farmer is expecting you to arrive in 5 minutes.

The service policy for Golden Valley Seeds is to guarantee that 90% of the seed in the bag will germinate (grow into a living plant). If the seed is less than 90% germination, the company will replace the seed (if it is found prior to planting the seed). If the seed has already been planted, and there is less than 90,000 live plants per acre, Golden Valley Seeds will provide seed to replant those acres for free. Golden Valley Seeds will never settle with a farmer on a complaint for more money than the original cost of the seed.

Assignment:

You have 5 minutes to prepare and then 10 minutes to resolve this situation.

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Market Analysis Practicum

2012 Michigan FFA Ag Sales Contest

Contestant's Copy



I. Background:

You have been hired by the All Natural Produce Company to help them decide what to do with their vegetable selling business. They currently produce 5 acres worth of vegetables (including tomatoes, cucumbers, zucchini, winter squash, peppers, sweet corn, pumpkins and gourds) each year and market it both at a roadside stand in front of their farm and to grocery stores within a 30-mile radius of the farm. Tim and Sarah Jones own this business. Sarah is in charge of the daily operations while Tim works in town as an accountant. They employ themselves and their 2 teenage children, Jack and Jill who are 16 & 18 respectively. With their children soon going off to college, they are having a hard time deciding what to do with their thriving business. They have hired your team to do a Market Analysis and make recommendations to them about their options.

II. Market Research:

Upon doing your research, you learn that their farm is one of many who raise and sell vegetables at roadside markets in the area. The Jones are currently doing this production on 4 acres of land, with 2 of those acres in the production of sweet corn, 1 acre in pumpkins, and the remaining acre in all other vegetables. The current combined profit has averaged \$12,500 annually for the past 4 years. Their vegetable stand is a portable trailer which they park in front of their house which is located on the main road between their small town and the city of Grand Rapids, MI which is 20 miles away.

They have roadside market friends in the neighboring county that make weekly trips to Detroit's Eastern Market to pick up supplies of vegetables out of season. This allows their friend's farm market to supply a greater quantity and diversity of products to their customers each day. The profit margin on the resale of these products is only 20%, but it allows their friends to be considered a reliable provider of fresh fruits and vegetables daily while they are open from June 1st through October 31st each year.

After interviewing the family, you learned that the 2 children would like to continue working on the farm market project during the summers while finishing up high school and while at college to help pay for educational expenses. Expansion would be possible, as the family does own an additional 30 tillable acres that are currently being rented to the neighboring farmer for field corn and soybean production. This land would also support the production of other fruits and/or vegetables adapted to your growing region. In 5 years, Tim will be retiring from his accounting business and would like to then become more involved in the business, but by then the children will be finished with college and off on their own.

III. Your Assignment:

You need to help the Jones family make some decisions on the future direction of their 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 judge 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 judge.

Note: Due to the time constraints of Mr. Jones (the judge), 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 salesperson for “Giddy-up Cow Pokes”, a dude ranch in Manistee, MI who offers horse-back trail rides through the dunes and pine trails of North West Michigan. You have been working for this company for 3 years and are the “New Customer Recruitment Manager” in charge of gaining new customers for the dude ranch.

You are making cold calls to prospective customers to promote your horse-back trail ride service to new customers. You have 3 offers available to new customers. They include:

1. **“Trail Explorers”** - This is a 1 hour trail riding experience for the inexperienced rider. It offers a safe experience through our open forested area and great views of scenic Lake Michigan. This offer is normally \$50 per person, but is only \$40.00 per person for new customers.
2. **“Trail Rider’s Paradise”** - This is a 2 hour trail riding experience for the experienced rider. It offers a beautiful riding experience through our open forested area and traveling a one mile stretch of the sandy Lake Michigan shoreline. This offer is normally \$80 per person, but is only \$65.00 per person for new customers.
3. **“The Grand Adventure”** - This is a 3 hour trail riding experience for the advanced rider. It offers a beautiful riding experience through our open forested area, the challenge of riding up and down the sand dunes and traveling a one mile stretch of the sandy Lake Michigan shoreline. It also includes a grilled lunch on the edge of the dunes. This offer is normally \$120 per person, but is only \$95.00 per person for new customers.

You require a major credit card number to hold the reservation. You are filling open spots in the schedule for the month of June, 2012. All ride options are available daily at 9:00am, 11:00am and 2:00pm.

Your Assignment:

You will be placing a phone call to the Johnson family to sell them one of the new customer packages described above. You got their name and number from the local Home & Garden Show they attended earlier in the month. You are to promote your program and secure a sale.

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

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

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Telephone Skills Practicum

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Background Information:

You are a sales person at the Grow More Hydroponics store in Sunshine, MI. Your business has annual gross sales of 1.2 million dollars and a staff of 5 people including yourself. You offer for sale to the public the following:

- a. A full range of hydroponic systems, parts & accessories.
- b. Educational classes on growing plants hydroponically.
- c. Live plants, seeds, and liquid fertilizers.
- d. Fresh herbs, grown hydroponically in your facility, to home cooks and local restaurants.

Fresh herb prices are as follows:

- a. Parsley: \$12.00/pound.
- b. Oregano: \$13.00/pound.
- c. Basil: \$14.00/pound.

Hydroponic system prices:

- a. Gold Grow System - \$165.00 Includes a 10 plant grow table, 30 gallon reservoir and all the necessary hoses and fittings.
- b. Silver Grow System - \$145.00 Includes a 8 plant grow table, 20 gallon reservoir and all the necessary hoses and fittings.

Your Assignment:

You will be receiving a phone call from the owner of the local Olive Garden restaurant who is interested in trying some of your fresh herbs in the restaurant. The prospect would also like to know more about possibly growing their own herbs hydroponically in the near future. The customer is interested in quality products and services, but appreciates a good value for the money. As a salesperson for Grow More Hydroponics, you are responsible for increasing sales with current and prospective clients. You have 5 minutes to prepare, and up to 10 minutes to complete the call.

****Tell the adult volunteer when you are ready. The judge will then call you to begin the contest.***

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