



Advertising and Promotion Practicum 2013 Michigan FFA Ag. Sales Contest



Background information:

Syngenta, a world leader in genetic engineering of corn traits, has recently developed a new corn trait called Agrisure Viptera. This trait had been inserted into corn to allow the corn plants to naturally produce a protein that when eaten by lepidopteron pests (ex: earworms, cutworms, etc) protects the corn and kills the pests. By allowing the corn plants to protect themselves from being eaten by these destructive pests, farmers are able to use fewer pesticides on these crops.



The advantage of using a genetic trait such as Agrisure Viptera is that you only destroy the bad insects (those which feed on the corn plant and corn ear) while preserving the beneficial insects in the environment. Other benefits include:

1. As a “vegetative protein”, it is different than all other traits in the market today.
2. It has proven results with 99% control of Corn Earworm, and 100% control of Western Bean Cutworm.
3. By keeping insects out of the ear, it improves grain quality.

Assignment:

You have been hired by Syngenta to develop a 1 page (8 1/2” X 11”) advertisement to go into the Michigan Farmer Magazine. The goal of the ad is to get farmers to purchase their corn seed with the new “Agrisure Viptera” gene inside. It is marketed as Agrisure Viptera 3111. The advertisement is to be in full color and will be published in the May, 2013 edition. Your target audience is all Michigan farmers who raise corn. You have 30 minutes to prepare this advertisement.

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Customer Relations Practicum

2013 Michigan FFA Ag. Sales Contest



Background Information:

You are a Sales Associate for TSC (Tractor Supply Company), a national chain of agricultural supply retailers. You sell products directly to customers primarily consisting of farmers and rural citizens. Earlier today, one of your customers called the store to complain about the roto-tiller that they purchased a week ago which is no longer working. The customer mentioned on the phone that they used it to till up their garden a few days ago, and after using it for 30 minutes it stopped working. Upon further investigation, it was determined that the roto-tiller's motor was still running, but it no longer tilled the soil. It was also identified that the customer had shifted from forward tilling to reverse tilling just prior to the tiller breaking, causing a pin in the transmission to break. This can be fixed by your service department, but will cost the customer \$30 in labor, plus \$5.00 for the new pin. The customer is not happy and wants you to fix it for free because it was purchased less than a week ago and is now broken.

The customer service policy for TSC is to warrantee any manufacturer defects by either fixing or replacing the defective item. It was determined over the phone earlier today that the reason for this roto-tiller breakage was "operator error" and not "manufacturer defect." If the customer wants to have you fix the roto-tiller, your service department can work them into the schedule next week Wednesday, at the earliest. You should also help the customer understand that to keep their tiller running without breaking again, they will need to fully stop the tiller from forward tilling before shifting to reverse tilling. Educating your customers on proper equipment use, letting them know that you empathize with them, and telling them that you appreciate their business will help keep them as a customer in the future.

Assignment:

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

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Market Analysis Practicum

2013 Michigan FFA Ag Sales Contest

Contestant's Copy



I. Background:

You have been hired by the Maple Leaf Maple Syrup Company to help them decide what to do with their Maple Syrup business. They currently produce 500 gallons of maple syrup each year and market it both at the Eastern Market in Detroit and to grocery stores around lower Michigan. The current owners, Frank and Scott Sweet, are nearing retirement age and trying to decide what to do with their business. Frank is in charge of the daily operations of the sugar bush (maple syrup production) while Scott handles the marketing of the finished product. They employ themselves and 4 other part time employees ranging from truck drivers to manual laborers around the operation. They each have 1 child that still lives in the area, but work off the farm. Sarah, Frank's daughter, is a stay at home mom with 2 busy teenage boys and has expressed interest in returning to help in the operation. Jason, Scott's son, sells Farm Bureau Insurance and has 2 boys that both attend MSU. He is also interested in earning some extra income but is concerned about having enough time to take on this operation. 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 the only sugar bush that sells maple syrup within a 30 mile radius. The Sweet brothers are currently harvesting sap from their own 60 acre maple woods, but there are 2 more 60 acre maple woodlots within 10 miles of their farm which could be rented for \$25/acre as long as the owners can retain hunting rights in the fall of the year. The current production averages 900 gallons of finished maple syrup product each year, with some years as low as 800 gallons and other years as high as 1000 gallons per year. On average, they earn \$90.00/gallon net, with a 40% profit on every gallon.

The equipment used for maple syrup production is old, but in good working condition. The evaporator is wood fired and is supplied from the cutting of wood by Frank and Scott in the winter months. They usually get this wood in exchange for their labor or cutting and removing it from neighbors farms. There has been some discussion of adding in a Reverse Osmosis machine which would eliminate over 50% of the water in the sap. This would greatly speed up the amount of time the sap would need to spend in the evaporator before it became maple syrup and would also then require only about half of the wood for burning. The cost of this system would be \$15,000. There is also consideration of adding in a vacuum and hose system which would reduce the time of sap collection and increase sap yields by 20%. This system would cost \$4000 per woodlot for the first year, and then \$200/year/woodlot for new hoses. This would save \$2000/year in labor expenses.

III. Your Assignment:

You need to help the Sweet Brothers 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 Marketing Concepts.*
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. Sweet (the judge), your presentation will be limited to the allotted 10 minute time frame.

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Prospecting Practicum

2013 Michigan FFA Ag. Sales Contest



Background Information:

You are a salesperson for the local John Deere Dealership. You are in charge of the sales of lawn care equipment, including lawnmower sales. You annually sell 50 lawnmowers and have been employed at this location for 6 years.

You are receiving a call from a current customer (Mr. Mike Dean) who has purchased lawn care equipment from your store for 20 years. This customer purchased a riding lawnmower from your location 10 years ago and is considering trading it in for a new model. You have 7 different models that you offer for sale. They include: D105 (\$1300), D110 (\$1400), D120 (\$1500), D130 (\$1600), D140 (\$1700), D160 (\$1800) & D170 (\$1900). The specifications for each of these different models are on the next page.

You can offer this customer \$300 trade-in value for his old lawnmower. You can also offer a 0% interest financing through John Deere Financing for 2 years. All of these mowers are in-stock, but take 2 business days to get them prepped for delivery to the customer. You can also offer delivery to the customer's home for free within a 20 mile radius of your store. There is a \$50 delivery fee if the customer is beyond the 20 mile radius, but within Lower Michigan.

Your Assignment:

You will be receiving a phone call from this customer (Mr. Dean) who is interested in replacing his old riding lawnmower. You are to answer his questions and sell him a new lawnmower.

You have up to 5 minutes to prepare and 8-10 minutes to complete your call.

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Specifications D100 Series

	D105	D110	D120	D130	D140	D160	D170
Engine							
Horsepower*	17.5 hp (13.0 kW)	19.5 hp (14.5 kW)	21 hp (15.7 kW)	22 hp (16.4 kW)	22 hp (16.4 kW)	24 hp (17.9 kW)	26 hp (19.4 kW)
Cylinders	One	One	One	V-twin	V-twin	V-twin ELS	V-twin ELS
Displacement	30.6 cu. in. (502 cc)	30.6 cu. in. (502 cc)	33 cu. in. (540 cc)	40 cu. in. (656 cc)	40 cu. in. (656 cc)	44.2 cu. in. (725 cc)	44.2 cu. in. (725 cc)
Oil Filter	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Air Filter	Cartridge	Cartridge	Cartridge	Flat panel w/foam	Flat panel w/foam	Cartridge w/foam	Cartridge w/foam
Mower Deck							
Cut Width	42-in. (107 cm)	42-in. (107 cm)	42-in. (107 cm)	42-in. (107 cm)	48-in. (122 cm)	48-in. (122 cm)	54-in. (137 cm)
Cutting Blades	Two	Two	Two	Two	Three	Three	Three
Cut Height	1 to 4-in. (25.4 to 102 mm)	1 to 4-in. (25.4 to 102 mm)	1 to 4-in. (25.4 to 102 mm)	1 to 4-in. (25.4 to 102 mm)	1 to 4-in. (25.4 to 102 mm)	1 to 4-in. (25.4 to 102 mm)	1 to 4-in. (25.4 to 102 mm)
Mower Deck Material	Stamped steel	Stamped steel	Stamped steel	Stamped steel	Stamped steel	Stamped steel	Stamped steel
Blade Engagement/PTO	Manual	Manual	Manual	Manual	Electric	Electric	Electric
Transmission							
Type	CVT/Automatic	Hydrostatic	Hydrostatic	Hydrostatic	Hydrostatic	Hydrostatic	Hydrostatic
Turning Radius	18-in. (45 cm)	18-in. (45 cm)	18-in. (45 cm)	18-in. (45 cm)	18-in. (45 cm)	18-in. (45 cm)	18-in. (45 cm)
Electrical System							
Capacity	9 amp	9 amp	9 amp	9 amp	9 amp	16 amp	16 amp
12-Volt power Outlet	Not available	Not available	Not available	Not available	Not available	Optional accessory	Optional accessory
Fuel System							
Fuel Tank Capacity, US/Gal	2.4 gal. (9.08 l)	2.4 gal. (9.08 l)	2.4 gal. (9.08 l)	2.4 gal. (9.08 l)	2.4 gal. (9.08 l)	2.4 gal. (9.08 l)	2.4 gal. (9.08 l)
Fuel Tank Capacity, Canada/Mexico	2.1 gal. (7.9 l)	2.1 gal. (7.9 l)	4 gal. (15.1 l)	4 gal. (15.1 l)	4 gal. (15.1 l)	4 gal. (15.1 l)	4 gal. (15.1 l)
Type of Fuel	Unleaded (87 octane min.)	Unleaded (87 octane min.)	Unleaded (87 octane min.)	Unleaded (87 octane min.)	Unleaded (87 octane min.)	Unleaded (87 octane min.)	Unleaded (87 octane min.)
Fuel Filter	Replaceable, in fuel line	Replaceable, in fuel line	Replaceable, in fuel line	Replaceable, in fuel line	Replaceable, in fuel line	Replaceable, in fuel line	Replaceable, in fuel line
Travel Speed							
Forward	0-5.5 mph (8.9 km/h)	0-5.5 mph (8.9 km/h)	0-5.5 mph (8.9 km/h)	0-5.5 mph (8.9 km/h)	0-5.5 mph (8.9 km/h)	0-5.5 mph (8.9 km/h)	0-5.5 mph (8.9 km/h)
Reverse	0-3.2 mph (5.1 km/h)	0-3.2 mph (5.1 km/h)	0-3.2 mph (5.1 km/h)	0-3.2 mph (5.1 km/h)	0-3.2 mph (5.1 km/h)	0-3.2 mph (5.1 km/h)	0-3.2 mph (5.1 km/h)
Seat							
Height	11-in. (27.9 cm)	11-in. (27.9 cm)	15-in. (38.1 cm)	15-in. (38.1 cm)	15-in. (38.1 cm)	15-in. (38.1 cm)	15-in. (38.1 cm)
Tires							
Front	15x6-6	15x6-6	15x6-6	15x6-6	15x6-6	16.5x6.5-8	16.5x6.5-8
Front psi	14 psi (97 kPa)	14 psi (97 kPa)	14 psi (97 kPa)	14 psi (97 kPa)	12 psi (83 kPa)	12 psi (83 kPa)	12 psi (83 kPa)
Rear	20x8-0.8	20x8-0.8	20x8-0.8	20x10-8	22x9.5-12	22x9.5-12	22x9.5-12
Rear psi	10 psi (69 kPa)	10 psi (69 kPa)	10 psi (69 kPa)	10 psi (69 kPa)	12 psi (83 kPa)	12 psi (83 kPa)	12 psi (83 kPa)
Dimensions							
Overall Length	69.9-in. (177.5 cm)	69.9-in. (177.5 cm)	69.9-in. (177.5 cm)	74.1-in. (188.2 cm)	70-in. (177.8 cm)	75.3-in. (191.2 cm)	75.3-in. (191.2 cm)
Overall Width (deflector down)	52-in. (132 cm)	52-in. (132 cm)	52-in. (132 cm)	52-in. (132 cm)	60.3-in. (153 cm)	60.3-in. (153 cm)	67.3-in. (170 cm)
Height	42.5-in. (108 cm)	42.5-in. (108 cm)	46-in. (117 cm)	46-in. (117 cm)	46-in. (117 cm)	46.5-in. (118 cm)	46.5-in. (118 cm)
Net Weight	442 lb. (201 kg)	450 lb. (205 kg)	452 lb. (205 kg)	478 lb. (217 kg)	491 lb. (223 kg)	528 lb. (240 kg)	552 lb. (251 kg)
Miscellaneous							
Cruise Control	No	No	Yes	Yes	Yes	Yes	Yes
Front Bumper	Optional	Optional	Optional	Standard	Optional	Standard	Standard
Steering Wheel	Standard design	Standard design	Standard design	Standard design	Standard design	Deluxe, 14 in.	Deluxe, 14 in.
Storage Compartment	No	Storage w/cover	Storage w/cover	Storage w/cover	Storage w/cover	Storage w/cover	Storage w/cover
Warranty*	2 years or 120 hour limited warranty						

Upgrades are noted in green.



Telephone Skills Practicum

2013 Michigan FFA Ag. Sales Contest



Background Information:

You are a sales person at the Taffy Apple Carmel Apple Store in Traverse City, MI. Your company sells caramel apples to retail markets all around Michigan, Indiana and Ohio. Your company only uses Michigan grown apples and has been in business for 42 years. Your products are known for being of very high quality and are often asked for, by name, in the stores where you have done business for more than 3 years.

You offer your caramel apples in single pack containers and 3 pack containers. The single pack containers come in quantities of 12 per box while the 3 pack containers come as 8 packs (24 apples) per box. You have a 10 box minimum order to qualify for free delivery to the retail store.

Your marketing department has just taken on a new product called "Apple Dippers". This product consists of a container of dried apple slices (aprox. 10 slices) and caramel dipping sauce. Your company is promoting this as an additional product line to your current caramel apple business.

Your Assignment:

You will be placing a phone call to the purchasing agent of the Meijer stores in West Michigan (Sam Johnson) who has been a customer of your caramel apples for 2 years now, and began to offer your new Apple Dippers for sale last month. You are placing this call to see how the new product is selling and to build rapport with this customer. If sales are slow, you have the option of offering to send one of your taste test reps to 2 of their stores, for one day each, to offer free samples of your new product to their customers.

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

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

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