



# Advertising and Promotion Practicum

## 2017 Michigan FFA Ag. Sales Contest



### Background information:

Syngenta, a world leader in crop protection chemicals, has recently developed a new corn herbicide (weed killer) called, “Acuron”. This herbicide contains 4 different chemicals to help kill weeds in your corn crop. Products details are below:



## ▶▶ Acuron is a step change in weed management

### Acuron offers more power ...

▶ Acuron contains four active ingredients and three complementary, overlapping modes of action for multi-targeted control of the most difficult weeds in corn

- ▶ Bicyclopyrone
- ▶ Mesotrione
- ▶ S-metolachlor
- ▶ Atrazine

### ... against more weeds ...

▶ Acuron provides broad-spectrum control of 70+ broadleaf weeds and grasses in corn for clean fields you will be proud of

- ▶ Giant ragweed
- ▶ Common ragweed
- ▶ Palmer amaranth
- ▶ Waterhemp
- ▶ Marestalk
- ▶ Kochia
- ▶ Cocklebur
- ▶ Morningglory
- ▶ Russian thistle

### ... with greater consistency ...

### ... for more control

▶ More than 700 trials show bicyclopyrone helps Acuron outperform all competitors and provide greater consistency of control

*“Greater consistency means with a full rate of Acuron, farmers can expect to achieve a higher level of control more often, which means fewer weed escapes and less resprays.”*

Gordon Vail, Ph.D.  
Acuron technical product lead, Syngenta

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### Assignment:

You have been hired by Syngenta to develop a 1 page (8 1/2” X 11”) advertisement to go into the Successful Farming Magazine. The goal of the ad is to get farmers to purchase this herbicide to spray on their corn crop this spring. The advertisement is to be in full color and will be published in the May, 2017 edition. Your target audience is Michigan farmers who plant corn. You have 30 minutes to prepare this advertisement.

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## Customer Relations Practicum

### 2017 Michigan FFA Ag. Sales Contest



#### **Background Information:**

You are a Customer Service Associate for “Meijer” Food Stores. Your company is a “big box” store that sells all kinds of retail products, but specializes in fresh fruit and vegetables. Four days ago, a customer purchased a bag of apples from the 50% off “clearance” rack. Items on this rack tend to be near their expiration date, so they are offered to customers at a discount. This customer is now sitting at your desk wanting to know what you are going to do about her bag of apples that has one bad apple in it, and the others are starting to look less fresh.

The customer service policy for “Meijer” is to offer to replace any product that is unsatisfactory to the customer with a product of equal or lesser value. The customer must provide a receipt to show “proof of purchase” before any replacement can be given. Because this product was on the clearance rack, the customer feels like she was sold a bad product from the start, and is saying that she will, “never shop at your store again!” She wants you to replace her purchase with fresh apples from the regular apple display, and not from the clearance rack, to ensure that she gets good apples this time.

Being that you have no idea on how she has stored these apples for the past 4 days, you also have the opportunity to improve her understanding on how to best store fresh fruit (in the crisper drawer of her refrigerator) and to help her understand that fresh fruit has a relatively short shelf life both in the store and in her home. It is your responsibility to empathize with the customer, hold to your policy, and ensure that this customer will continue to be your customer in the future.

#### **Assignment:**

You have 5 minutes to prepare and then 10 minutes to resolve this situation. At the end of your 5 minute preparation time, the contest volunteer will take you from your preparation area to your “customers” (the judges). There will be 2 judges in the room. One judge will play the part of the “customer” while the other judge evaluates your effort.

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## **Market Analysis Practicum**

### **2017 Michigan FFA Ag Sales Contest**

### **Contestant's Copy**



#### **I. Background:**

You have been hired by Frank and Scott Hudson, brothers who farm 300 acres together in a partnership. They raise corn and soybeans along with a small herd of 20 Angus cattle, but both hold jobs off the farm as their primary family income. They are both married and each have 2 teenage kids. Their wives like to garden, and annually preserve enough vegetables for both family's needs for the winter. Lately, they have been talking about ways to increase the income from their land and have been talking about the viability of starting a CSA (Community Supported Agriculture) on their farm. CSA's allow city residents to have direct access to high quality, fresh produce grown locally by regional farmers. These types of business models are where a farmer plants a large vegetable and fruit garden, and then allows customers to "subscribe" (pay) to be part of the CSA to receive this fresh produce. Frank and Scott would like to start their CSA soon so they can plant their first crop in the spring of 2018. 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 when people become a member of a CSA, they're purchasing a "share" of vegetables from a regional farmer. Weekly or bi-weekly, from June until October or November, their farmer will deliver that "share" (box) of produce to a convenient drop-off location in their neighborhood. CSA members pay for an entire season of produce upfront (typically \$450-\$650). This early bulk payment enables a farmer to plan for the season, purchase new seed, make equipment repairs, and more. Shares usually include 7-10 types of vegetables, enough for a family of 2-3 people. Most CSAs also offer "half shares" for smaller households or busy people who frequently eat out. Many CSAs also offer the option of other produce from local farms. For a few extra dollars a week, in addition to vegetables, customers can add fruit, eggs, meat, and even flowers to their order. Most CSAs have a variety of payment plans to enable members flexibility in paying for their shares. Some CSAs can arrange payments in installments, accept food stamps, offer sliding scale fees, and provide scholarship shares.

The nearest CSA is in the neighboring town, 15 miles away, and has been growing by 20% each year since it began 4 years ago. You also have a local grocery store that sells fresh produce 4 miles away in the downtown area. Meijer, a large grocery chain, is located 12 miles away and has an extensive produce department. You live on the main road between the Interstate highway and your downtown area.

### III. Your Assignment:

You need to help Frank and Scott make some decisions on the future direction of this business operation:

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:

1. **Prepare a one-page “summary sheet” of your recommendations to be given to the judge prior to presenting.**
2. **Prepare 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 Frank and/or Scott (the judge), your presentation will be limited to the allotted 10 minute time frame and you may be stopped if you exceed the 10 minute time allotment.*

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## Prospecting Practicum 2017 Michigan FFA Ag. Sales Contest



### Background Information:

You are a salesperson for “Mid-Michigan Animal Nutrition”, a local livestock feed company. You are in charge of calling farmers who are interested in purchasing livestock feed for their animals. You heard from one of your current customers (Mr. Jim Shephard) that the Johnson family just purchased 100 sheep (95 ewes/breeding females and 5 rams/breeding males) and will be needing to purchase feed for them. You already sell them feed for their cattle, but this would be a new product that they have not purchased from you in the past. Your sheep feed products can be delivered to the farm within 2 business days of placing their order (at a cost of \$10 per ton for shipping), or they can pick it up at your store for no additional charge. They currently have their cattle feed delivered once every 2 weeks.

*Sheep Feed Products for sale include:*

- **Breeding Ewe Premium Mix: \$400 per Ton or \$22.00 per 100 pound bag.**
  - o **18% protein:** Contains 65% Corn, 25% Oats, 8% Soybean meal and 2% molasses.
- **Breeding Ewe Economy Mix: \$380 per Ton or \$21.00 per 100 pound bag.**
  - o **16% protein:** Contains 61% Corn, 30% Oats, 7% Soybean meal and 2% molasses.
- **Breeding Ram Premium Mix: \$360 per Ton or \$20.00 per 100 pound bag.**
  - o **14% protein:** Contains 57% Corn, 35% Oats, 6% Soybean meal and 2% molasses.
- **Breeding Ram Economy Mix: \$340 per Ton or \$19.00 per 100 pound bag.**
  - o **12% protein:** Contains 53% Corn, 40% Oats, 5% Soybean meal and 2% molasses.

### Your Assignment:

You will be making a call to Mr. or Mrs. Johnson, a current customer, to see if they would like to purchase their sheep feed from your company. This customer may decide to purchase all or part of their sheep feed from you, or they may just be looking for product information and not purchase at all. Your goal is to try to sell them all their sheep feed. Be sure to agree upon the terms of payment for any sales.

You have 5-7 minutes to prepare and 8-10 minutes to complete your call.

***\*The adult volunteer will tell you when your 5-7 minute prep time has expired. You can then make the call to the judge to begin the contest.***

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## Telephone Skills Practicum

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#### **Background Information:**

You are a sales person at Agricultural Video Systems, Inc., a family owned company in St. Johns, MI. Your company sells video surveillance systems to farmers. Farmers then install these cameras around their farm for many purposes including: watching livestock preparing to give birth, monitoring for predators that might attack their livestock, monitoring equipment sheds for potential thieves, and for keeping an eye on the main farm entrance. When properly installed, the live video from these cameras can be viewed on a computer in the farm office, on-line from any computer (with the use of a security code), and even on a smart phone with the use of our free “View 360” app.

Installation of the video cameras is easy. The customer just attaches the camera base to the wall and plugs it into any electrical outlet. The camera then picks up the Wi-Fi signal from a router in the farm office and uses the internet to distribute the video feed. If the customer has any problems, they can call customer support at 1-800-FRM-VIEW.

Your company is now offering the ability for customers to have a recording of their video surveillance saved on your company server. This service is offered at two levels: \$10/month to preserve the most recent week of video or \$20/month to preserve the most recent 30 days of video. This service is being quickly adopted by many of your current customers who want to have recordings preserved of security problems which may arise.

#### **Your Assignment:**

You will be placing a phone call to Mr. or Mrs. Winston, who have purchased 4 of your video cameras for use around their beef farm. You are placing this call to see how their cameras are working and to build rapport with this customer. You may also try to sell them one of the video recording options listed above.

You have 5-7 minutes to prepare and 8-10 minutes to complete your call.

***\*The adult volunteer will tell you when your 5-7 minute prep time has expired. You will then call the judge to begin the contest.***

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