

## **Advertising and Promotion Practicum**

### **FFA Ag. Sales Contest – 2018**

**Background information:** The Michigan FFA Association is in need of sources of funding to carry out its annual youth leadership development programs. One source that has been successful is the Michigan Secretary of State ‘Agricultural Heritage’ license plate program. The Michigan FFA Foundation receives a donation for every ‘Agricultural Heritage’ plate that is sold and each year this program brings in about \$70,000. In 2017 the Michigan Legislature expanded the ‘Agricultural Heritage’ plate program to now include plates on commercial vehicles.

**Assignment:** You have been hired to develop an advertisement that will promote the ‘Agricultural Heritage’ license plate use to businesses across Michigan to encourage them to put ‘Agricultural Heritage’ plates on their company vehicles. This advertisement will be placed in a variety of publications which will include magazines with local and statewide distribution. The advertisement should promote the fact that the purchase of this plate supports the Michigan FFA.

#### **Advertisement focus:**

- Over 7800 FFA members in Michigan
- 112 Michigan FFA chapters
- Michigan's food and agriculture system is a large portion of this state's workforce. Total employment resulting from this sector is 923,000 which accounts for about 22 percent of the state's employment.
- FFA is the premier leadership development program for young people
- The ‘Agricultural Heritage’ plate is attractive.
- This is a very easy way to make a donation to the Michigan FFA.
- FFA programs encourage leadership, thrift, cooperation, character, scholarship and development of lifeskills.



## Customer Relations Practicum

### 2018 Michigan FFA Ag. Sales Contest



#### **Background Information:**

You are a Sales Associate for Family Farm and Home, a national chain of agricultural supply retailers. You sell products directly to customers primarily consisting of farmers and rural citizens. Three weeks ago a customer purchased a back pack Husqvarna leaf blower from your store. The customer mentioned on the phone that they had used the leaf blower to clear the grass from the driveway two times without problem. This week the blower would start but did not have the needed power to clear the grass. The customer wants a full refund for the leaf blower. The customer called the service desk and is expected to be in the store to see you in 5 minutes. You will need to resolve this situation in 10 minutes or less.

The return policy for Family Farm and Home is: In order to qualify for a full product refund, returns must be received within 30 days of receipt. Any gas or diesel products are not available for return once the item has been used (present of gas or oil). If such an issue arises with a used gas powered product, the item will have to be repaired at an authorized repair center, thus using the warranty provided by the manufacturer.

#### **Assignment:**

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

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Before Being Judged.***



## **Market Analysis Practicum**

### **2018 Michigan FFA Ag Sales Contest**

### **Contestant's Copy**



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

You have been hired by Sue and Cindy Appleseed, sisters who raise 12 acres of apples together in a partnership. In an average year they harvest and sell 6750 crates of apples. The apples are sold as fresh fruit through their stand at the orchard and also marketed to Mason County Fruit Packers for juice production. The apples sold from the stand earn 4 times as much per crate when compared to those sold to make apple juice. Both of the sisters hold jobs away from the family orchard which has been in the family for almost 70 years. In order to keep the orchard profitable enough to continue they need to increase the number of crates sold as fresh fruit. In 2017 they sold 50% of the apples as fresh fruit from the stand with the remainder sold as juice apples. The sisters have recently considered adding a U-pick component to their fruit sales. By marketing apples utilizing a U-pick sales method they are hoping to not only increase the amount of apples sold at the stand but to also reduce the cost of labor to harvest the apples. Sue and Cindy would like to start their U-pick sales this coming fall. 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 there are currently 53 U-pick apple orchards in Michigan registered with the Michigan Department of Agriculture and Rural Development. The closest operation to the Appleseed orchard is 45 miles away and had increased its fresh fruit sales by 15% their first year after adding a U-pick portion of their operation. The orchard sets 15 miles from an urban area where there is a large population of potential U-pick customers. In your research you have also found that the average U-pick customer harvests and purchases one quarter of a crate of apples per visit. U-pick farms often have picnic tables and some even sell drinks to customers who are picking apples. Finally, the orchard sets 1 mile from a major Michigan Highway and 4 miles from a U.S. Interstate Highway.

### III. Your Assignment:

You need to help Cindy and Sue 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 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

### 2018 Michigan FFA Ag. Sales Contest



#### **Background Information:**

You are a salesperson for the Your Town Hardware. You are in charge of the sales of stand by generators. You annually sell 24 stand by generators and have been employed at this location for 6 years.

You are receiving a call from a potential customer who owns a small greenhouse business which is 35 miles from the hardware. They currently have a 30' by 100' greenhouse where they raise several different seasonal crops. The customer is looking to have a stand by generator installed to maintain the climate control unit in the greenhouse to protect the plants from any power outage. Your Town Hardware currently has 3 Generac stand by generator models which could produce enough power to maintain the temperature and also run the irrigation system. The models are: the 22kW Protector QS, 30kW Protector, and the 27kW Protector Qs. The specifications for each of these different models are on the next page.

You can offer a 0% interest financing through Generac Financing for 2 years. You can also offer for the customer a \$500 rebate if the generator is purchased by the end of the month. Because April is severe weather awareness month Your Town Hardware is also offering installation for \$300 on all generators purchased in April when the installation is within 50 miles of the store. All of these models are in-stock.

#### **Your Assignment:**

You will be receiving a phone call from this customer (Mr. Dean) who is interested in purchasing a stand by generator. You are to answer his questions and sell him a new generator.

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

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### 22kW Protector QS



STARTING AT **\$8,999.00**

Transfer Switch, Installation, Taxes and Shipping Not Included

Fuel Type: Natural Gas or Liquid Propane

Mobile Link: Yes

Quiet Test: Yes

Controller: Evolution

Dimensions: 30.6 x 38.6 x 62.2

KW: 22

HZ: 60Hz



### 30kW Protector



4.2 / 5

[Read All Reviews](#) | [Write A Review](#)

[View All Q&A](#) | [Write A Question](#)

STARTING AT **\$9,599.00**

Transfer Switch, Installation, Taxes and Shipping Not Included

Fuel Type: Natural Gas or Liquid Propane

Mobile Link: Yes

Quiet Test: Yes

Controller: Evolution

Dimensions: 30.6 x 38.6 x 62.2

KW: 30

HZ: 60Hz



### 27kW Protector QS



4.8 / 5

[Read All Reviews](#) | [Write A Review](#)

[View All Q&A](#) | [Write A Question](#)

STARTING AT **\$10,699.00**

Transfer Switch, Installation, Taxes and Shipping Not Included

Fuel Type: Natural Gas or Liquid Propane

Mobile Link: Yes

Quiet Test: Yes

Controller: Evolution

Dimensions: 30.6 x 38.6 x 62.2

KW: 27

HZ: 60Hz



## Telephone Skills Practicum

### 2018 Michigan FFA Ag. Sales Contest



#### **Background Information:**

You are in charge of sales for a swine farm which markets high quality show pigs to 4-H and FFA members to take to shows and fairs across the state. Each year this farm markets 200 feeder pigs to many different customers. Pat, (an FFA member from the Ashley FFA chapter) purchased two of your feeder pigs 7 days ago. He has been a loyal customer of your farm for the past 4 years. The pigs are currently 60 pounds each, and Pat plans to raise and show them at the county fair.

When you got into the office today, you received an angry message from Pat that one of the pigs purchased was not eating very good and was coughing. Pat wants you to return the call.

#### **Your Assignment:**

You are to call Pat and find out what is wrong with the pig. You should find out what has happened with the pigs since they left your farm 7 days ago and learn more about what is wrong with the pigs. You have a policy that all livestock sales are final (due to not wanting to spread any disease between farms), but that you would be glad to stop over tomorrow to see what is wrong with the pig. You should also ask some probing questions that might determine the severity of the problems with the pig. Examples might include determining what type of bedding is in the pigs pen, have they taken the temperature of the pig (normal is 101.5 degrees), and if the pen is warm and free of drafts. If the problem is severe, you should suggest calling a veterinarian as a precaution. Any veterinary costs would be at the expense of the customer. Be sure to clarify your next action with the customer before ending the call. You want Pat to return next year to buy more pigs.

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

***Call the judge at the following phone number: \_\_\_\_\_***

***STUDENTS: Return this sheet  
to the Envelope  
Before Leaving the Judging Area.***