



Advertising and Promotion Practicum 2019 Michigan FFA Ag. Sales Contest



Background information:

The American Lamb Board is an industry-funded research and promotions commodity board that represents all sectors of the American Lamb industry including producers, feeders, seed stock producers and processors. The 13-member Board, appointed by the Secretary of Agriculture, is focused on increasing demand by promoting the freshness, flavor, nutritional benefits, and culinary versatility of American Lamb.

Assignment:

You have been hired by The American Lamb Board to develop a 1 page (8 1/2" X 11") advertisement to go into the Better Homes and Gardens Magazine. Today, Americans eat more chicken, beef and pork than they do lamb. The goal of the ad is to get consumers to purchase more lamb to use as part of their regular diets. They want consumers to see lamb as an easy to cook, healthy, and tasty alternative to other meat options in the market today. The advertisement is to be in full color and will be published in the May, 2019 edition. Your target audience is younger (25-40 years old), college educated consumers who like to cook at home and try something new to break up their food choice routine. You have 30 minutes to prepare this advertisement.



- Note – you may NOT cut anything out of the brochures provided to use on your advertisement.

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Customer Relations Practicum

2019 Michigan FFA Ag. Sales Contest



Background Information:

You are a Customer Service Representative for Fulton County Coop. Your company sells livestock feed, corn and soybean seed, fertilizer and agricultural supplies to farmers and rural customers. Last week, your delivery person dropped off 40 bags of Kent Sheep Feed to the Anderson Family farm. When the Anderson family went to use the feed, they noticed that some of the bags had holes in them, and that the feed from these bags had partially spilled onto the floor of the barn. They are now sitting at your desk wanting to know what you are going to do about their damaged bags of feed.

The customer service policy for the Fulton County Coop is to offer to replace any product that is unsatisfactory to the customer with a product of equal or lesser value only **if the product was defective upon delivery**. Your delivery person said there were no torn bags when he dropped them off to the farm. You need provide good customer service while abiding by the company policy. The customer said this has happened before and that if it is not taken care of, they will, “never shop at your store again!”

Being that you have no idea if the tear was due to rodent damage, their miss-handling of the bags or something else, you have the opportunity to improve their understanding on how to best store and handle livestock feed. 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

2019 Michigan FFA Ag Sales Contest

Contestant's Copy



I. Background:

You have been hired by Frank and Bob Graezeler, brothers who raise a 650 head herd of registered Brown Swiss dairy cattle together in a partnership. Currently the dairy industry is struggling with low prices for milk, and they are trying to figure out how to make ends meet. It is reported that dairy prices will remain low for at least the next 3-4 years. The farm is fully owned by the partnership, and includes 800 acres of tillable land that is used for grain corn, silage, alfalfa, and soybean production. They are both married and each have 2 kids that are studying at MSU. Frank's oldest son, John, is majoring in Food Science and has suggested that maybe the families start their own cheese and ice cream store on the farm. He will graduate this spring. His sister, Barb, is a year away from graduation, majoring in accounting. Bob's oldest daughter, Emily, just graduated from the 2 year Ag Tech program in Dairy Production and her brother, Sam, is a freshman majoring in Agribusiness. They have hired your team to do a Market Analysis and make recommendations to them about their options towards opening up a retail cheese and ice cream store.

II. Market Research:

Upon doing your research, you learn that the closest ice cream shop is in the neighboring town, 20 miles away. In their town, there is a traditional small town grocery store that sells packaged cheese and ice cream. The Graezeler's did some initial looking into this type of business and found out that it would cost \$350,000 to build an insulated facility that would house enough space to process the cheese and ice cream, have a retail sales counter, retail cooler and freezer space, restrooms and a sit-down space for customers to enjoy their purchases. This would also allow for a covered porch and picnic tables outside the building. It would cost an additional \$20,000 to build a gravel parking area or \$50,000 to build a paved parking area. There is a 2 acre piece of the current farm property that sits on a well-traveled road just 2 miles from town that could be developed for this purpose. It sits 200 yards east of the main dairy barn at a slight elevation from the rest of the property. Research has shown that most ice cream and cheese shops in other parts of the state charge a 30% mark-up on the products they sell and have their highest sales in the months of April – October. Some of these types of business also offer additional attractions such as petting farms, fresh vegetable stands, and farm tours.

III. Your Assignment:

You need to help Frank and Bob make some decisions on the future direction of their dairy 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 allotment.

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Prospecting Practicum 2019 Michigan FFA Ag. Sales Contest



Background Information:

You are a salesperson for “Pretty Pets Plus”, a local pet grooming company. You are in charge of calling the dog owners who filled out a customer contact card at your booth at the local Home and Garden Show last month. Because they filled out this contact card, they have given you permission to contact them via the phone to offer them pet grooming services. They are not current customers, so you can offer them your 10% new customer discount on any services they agree to while on the phone with you today.

Pet Grooming Services Offered:

- **Basic Wash and Dry:** This service provides a wash and blow dry of your dog. It takes 1 hour, and costs \$40.00
- **Basic Plus Program:** This service provides a wash and blow dry, plus toe nail trimming and a bow of the owner’s color choice in the dog’s hair (if long enough). It takes 1.5 hours, and costs \$50.00
- **Grooming Galore Package:** This service provides a wash and blow dry, toe nail trimming, plus a full haircut & choice of bow color. It takes 2 hours, and costs \$80.00
- **Pampered Pooch Package:** This service provides a wash and blow dry, toe nail trimming, a full haircut & choice of bow color, plus a doggie massage service. It takes 2.5 hour, and costs \$99.00

Your Assignment:

You will be making a call to the Johnson residence to see if they would like to purchase one of your grooming services. You are to introduce yourself, build rapport and gather the information needed to offer the proper service, and close the sale. 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.***

Judge’s Phone Number: _____

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Telephone Skills Practicum 2019 Michigan FFA Ag. Sales Contest



Background Information:

You are a sales person at the “Organic Originals” produce farm in South Haven, MI. Your company sells organic fruit to retail markets all around Michigan, Indiana and Ohio. Your company only uses Michigan grown produce and has been in business for 26 years. Your products are promoted as being “Certified Organic” and “fresh picked” to deliver great taste.

You offer your organic apples, pears and peaches in three different suggested retail prices and sizes:

<u>Apples</u>	<u>Pears</u>	<u>Peaches</u>
\$35 – Bushel	\$38 – Bushel	\$40 – Bushel
\$20 – Half-bushel	\$22 – Half-bushel	\$24 – Half-bushel
\$12 – Peck	\$14 – Peck	\$16 – Peck

These prices include a 20% mark-up from the current wholesale price.

Due to slower than expected sales, product that is starting to get too ripe in storage, and the fact that the 2019 harvest is just a few months away, your marketing department has decided to offer an additional 10% reduction in the wholesale price to your current retailers. Your company is asking these retailers to pass this additional discount down to the customer level to reduce the suggested retail price and therefore increase product sales.

Your Assignment:

You will be placing a phone call to Sam Stevens, the regional purchasing agent of the Kroger stores in Southern Michigan who has been a customer of yours for 3 years. Sam has 2 kids; Joe who is 8 and loves baseball, and Sarah who is 6 and loves horses. You are placing this call to see how your products are selling in their stores and to strengthen your rapport with this customer. If sales are slow, you have the option of offering the discount program outlined above.

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.***

Judge's Phone Number: _____

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