

# Kentucky Farmers Care – Doing What’s Right for our ANIMALS, for our ENVIRONMENT, and for our CONSUMERS Video Contest

## Eligibility

Any high school FFA member may submit an entry created by an individual or by a team of two or more members from any Kentucky FFA Chapter.

## Objective

The challenge of the contest is to inform and educate a positive message regarding farmers and their commitment to their animals, the environment and consumers. *Animals referenced include beef cattle, dairy cattle, poultry and hogs, NOT dogs, cats, rabbits, etc.* Video creativity and originality is a must along with factual information. *Messaging facts along with additional sources of information are provided within this literature.*

## Submitting Videos

1. Videos should be uploaded to [www.youtube.com](http://www.youtube.com) as a private video. For instructions on how to do this go to the following link <http://www.google.com/support/youtube/bin/answer.py?hl=en&answer=157177>
2. The following emails must be added for viewing; [bhicks@kysoy.org](mailto:bhicks@kysoy.org), [kysoybean@gmail.com](mailto:kysoybean@gmail.com) and the chapter advisor email. By using the private setting the video can only be viewed by 25 users.
3. Once approved students will be notified by email to change the video status from private to public.
4. Once approved a final email must be sent to [bhicks@kysoy.org](mailto:bhicks@kysoy.org) with the following information. **All videos must be submitted by October 1, 2010**

**Video title:**

**Video URL:**

**Video description and search keywords:**

**Video Created by:** (You may list as many names along with email addresses and phone numbers as applies. *In the case that a team is a winner the Chapter Advisor will be responsible for distributing the prize money among the team.*)

**Keywords must begin:** Animal Agriculture, Factory Farming, Animal Cruelty, Humane Treatment, Free-Range, Farmers, Consumers, Environment, Food Safety, FFA (*additional keywords may be added to this listing*).

**FFA Chapter Name:**

**Chapter Advisor:**

**Address:**

**City:**

**State:**

**Zip:**

## Sample Video

Larue County FFA’s Valerie Sherrard & Emilee Whitt took the 1<sup>st</sup> place prize last year as they created Valerie and Emilee’s Awesome YouTube Video <http://www.youtube.com/watch?v=hLqwLpXE-3U>

To see the top ten videos from last year’s contest go to <http://www.kysoy.org/news/youtube%20top%20three%202009.htm>

**Participants are strongly encouraged to produce creative and entertaining commercial-like videos.**

## **Judging**

### **Round 1**

- For continuation of the contest at least 15 eligible entries must be received.
- The top 10 entries will be decided by a panel of agricultural media professionals. The top ten videos will be posted at [www.kysoy.org](http://www.kysoy.org).
- All decisions of the judges will be final.
- Judges reserve the right to disqualify any production.
- Top Ten will be announced on **October 20, 2010**.
- Judging will be based on **creativity, messaging** and **factual** information.

### **Round 2**

- From the Top 10 - First, Second and Third Place will be determined based on popularity on *You Tube*.
- On **November 19, 2010** the videos with the most views will be declared the top 3 making it to the final round.
- Have everyone you know view the clips as many times as they would like to increase popularity.

### **Round 3**

- A farmer panel will rank the final three videos for the official placement.  
**Winners will be announced at the 2011 KY FFA Convention.**

## **Guidelines & Rules – Failure to Follow these guidelines will result in disqualification**

- Productions must be between 30 seconds and 1 minute in length. Videos under 30 seconds and over 1 minute by the YouTube timer will be disqualified.
- Videos must be family friendly.
- Each production must show a positive farm message and **must use the required fact and at least one additional fact from the fact sheet provided.**
- Presentations must address the given topic. Student members, not advisors, must prepare presentations.
- Appropriate attire must be worn by persons in the production.
- Proper safety precautions must be followed in the event that equipment or vehicles are used in the production.
- Each entry must be an original production, created entirely by the student or group of students.
- The production may use any method to capture or create moving images.
- It is up to the student or group of students to comply with state and federal copyright laws. You may use the following Web sites as a reference:
  - Copyright and Fair Use Guidelines for Teachers  
[www.mediafestival.org/copyrightchart.html](http://www.mediafestival.org/copyrightchart.html)
  - U.S. Copyright Office  
[www.copyright.gov](http://www.copyright.gov)
- No purchase necessary. Void where prohibited by law. All federal, state and local laws apply.
- Entry in the contest will be deemed consent for the use of the production, name and photograph of the entrant by the Kentucky Soybean Board for advertising, promotion and trade purposes.

**Prizes**

1<sup>st</sup> Place - \$3,000.00 to the student and \$3,000.00 to his/her chapter.

2<sup>nd</sup> Place - \$2,000.00 to the student and \$2,000.00 to his/her chapter.

3<sup>rd</sup> Place - \$1,000.00 to the student and \$1,000.00 to his/her chapter.

4<sup>th</sup>-10<sup>th</sup> Place - \$100.00 to the student

*\*If a team places, the prize money will be split equally among the winners. If a county produces more than one winner, the county will only receive one cash award.*

*\*The 1<sup>st</sup> place winner will no longer be eligible to win future video contests.*

### **Fact Sheet**

*We encourage you to be as original and creative as you can; however, you must base your video message facts listed below. Remember, the purpose is to show how Kentucky farmers are doing what's right for their animals, the environment and the consumers.*

#### **This fact must be included-**

Livestock and poultry consume over 98% of our domestic soybean meal.

#### **Plus at least (1) of the following-**

##### Animals & Soybean

Each broiler consumes 2.58 lbs of soybean meal in a lifetime.

Hogs and pigs consume more than 8.5 million tons of soybean meal each year.

Dairy cows diets consist of 4% soybean meal.

Kentucky beef cattle consumed 37,000 short ton of soybean meal in 2006.

Kentucky Farmers provide a nutritious and balanced diet for their animals. They provide protection from nature's elements (weather, predators, disease) and proper housing to meet the animals needs.

Farrowing crates are used by many hog farmers for the benefit of sows and their piglets. A few of the benefits include:

- Reduction of fighting amongst sows
- Reduction of lameness in piglets
- Increased living rate amongst piglets (without crates sows often crush and cannibalize their offspring)
- Allows all of the sow's piglets ample space to access the sow for nursing, thus promoting higher quality of life.

Dairy farmers shelter milk cows in free stall barns for protection against weather. These barns are fully equipped with fans and sprinkler systems to cool the animals in the summer. The roof and partial walls ensure protection from harsh winter weather like ice and wind while at the same time allowing fresh air into the barn. Inside these barns, the cattle stand on matting for hoof protection and have mattresses covered in lime or sawdust for comfort. The barns are generally cleaned two to three times a day while the cows are moved out for milking.

Egg farmers use layering cage systems to keep chickens safe from harsh weather, predators, and Avian Bird Flu. With systems such as these in place, egg farmers have the ability to provide our nation with an affordable, inexpensive safe egg supply.

## Environment

Today's farmers reduce the use of conventional pesticides through integrated pest management (IPM) programs.

No Till is a way of growing crops from year to year without disturbing the soil through tillage. No-till is an emergent agricultural technique which can increase the amount of water in the soil and decrease erosion.

Thanks to modern farming techniques, such as biotechnology, global position satellites and conservation tillage, America's farmers and ranchers are producing more food on fewer acres with fewer inputs than ever before.

Approximately 85 percent of U.S. grazing lands are unsuitable for producing crops. Grazing animals on this land more than doubles the area that can be used to produce food.

## Consumers

More than 21 million American workers (15% of the total US workforce) produce, process and sell the nation's food and fiber.

**Please direct all additional questions to [bhicks@kysoy.org](mailto:bhicks@kysoy.org). Be sure to put *Video Contest* in the subject line.**

