



## REACHING FOR EXCELLENCE: 2015 Applicants

### ➤ **Iowa – Corn Collegiate Advisory Team**

The Iowa Corn Collegiate Advisory Team (CAT) assists the Iowa Corn Growers Association (ICGA) and the Iowa Corn Promotion Board (ICPB) in developing programs that target and enhance Iowa Corn's relationship with those individuals who are pursuing careers in agricultural production and allied industries. The Iowa CAT Team is made up of students seeking degrees related to agriculture at Iowa's colleges and universities. The CAT program meets the need of the organization to offer relevant programming, advocacy and services to new stakeholders entering Iowa's agricultural sector who will be potential supporters and leaders of Iowa Corn. These stakeholders include students who are pursuing careers in Iowa's agriculture industry

### ➤ **Texas – Leadership, Activism, Networking and Development (LAND) Program**

Leadership. Activism. Networking. Development. Those four words are the four corners on which the program was built. LAND is a weekend-long commitment for young farm couples in Texas. Participants include those who have recently returned to the farm or have begun a new farm business, and are looking to expand their roles on and off the farm. Many of these individuals were previously very active in high school or collegiate programs such as 4-H and FFA focused on engaging youth in the industry. While many other state leadership programs exist, they target more mature farmers with existing leadership skills. LAND fills the void and reignites the excitement of being active in the industry beyond the farm. Not only is it a wonderful learning opportunity for these young farmers, it also allows them an all-expense paid weekend away from the stresses of the farm and family life.

### ➤ **Nebraska – Grassroots Workshop**

Nebraska's Grassroots Advocacy Workshop is a two-day workshop focused on strengthening the attendee's advocacy skills. All members were invited to attend especially local presidents and board members. The first part of the program was dedicated to giving the attendees a state, national and industry update. The second part of the program focused on building their advocacy skills. This included social media strategies and why it is important to be active on social media, how to interact with elected officials, and writing an op-ed in a local paper.

### ➤ **Ohio – The New Crop Program (high school, college, young farmers)**

Through the sponsorship of Becks, Ohio Corn & Wheat has created a subgroup of membership called The New Crop. This recruitment campaign targeted high school students, collegiate students and young farmers. OCW collaborated with academic agricultural programming staff across the state at various colleges, high schools and the Ohio Department of Education. Connecting with 15-35-year-olds naturally brings diversity to a group already comfortable with diversity. It brings value to our organization and the next generation of farmer leaders, board members and agribusiness leaders.

➤ **Indiana – Ag Policy Summit**

The Indiana Corn Growers Association partnered with the Indiana Soybean Alliance to host the Indiana Ag Policy Summit in July 2015. The program was developed from the need to bring our members together for our summer joint policy meeting and to get more involved in the policy realm in our state. The ICGA staff brainstormed and decided to develop a robust program with speakers, a discussion with U.S. Senate Candidates and a town hall with our members and guest to discuss our policies and priorities. It was our goal to seek ways to involve more members, non-members, industry partners all while getting media attention for our organizations. With the various program activities and work by our staff and boards we were successful and had three of the four candidates, a great town hall discussion and various media coverage by political reporters and agriculture media.

➤ **Michigan – Between the Rows (Farm Tour)**

The inaugural Between the Rows Tour was put on by the Corn Marketing Program of Michigan in August of 2015. The tour's goal was to provide more face to face contact with corn growers in the state of Michigan. In order to achieve this goal, eight stops were preplanned for dates in August in some of the larger production counties in multiple regions across the state. These stops are where the tour met with growers in the area. To attract growers, a meal was served at each location and a market report was given, in addition to the yield update. The market report was given by a local elevator representative. This gave growers the opportunity to ask them about market changes or expectations for harvest.