

# AGVOCACY

AMPLIFYING YOUR VOICE FOR AGRICULTURE

SPEAK UP  
STAND OUT  
SHAPE YOUR FUTURE



student workshop  
presented by

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An interactive workshop designed to equip students with the confidence and skills to advocate effectively, not just for agriculture, but for any cause they believe in. From community projects to industry leadership, and even sharing your faith, impactful communication is the key to making a difference. Through interactive activities and real-world scenarios, participants will learn to craft powerful messages, engage confidently with audiences, and make their voice heard where and when it matters most.

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**Know Why**



Not A Script  
Your Belief

**Read Room**



Different Audience  
Different Message

**Build Bridge**



Not Understanding  
Does Not Equal Enemy

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**Know Why** >>>>> **Not A Script  
Your Belief**

Why do I care about \_\_\_\_\_?

Why should someone else?

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**Read Room** >>>>> Different Audience  
Different Message

Your classmates need to hear something different  
than your State Senator... do you agree?

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**Build Bridge** >>>>> Not Understanding  
Does Not Equal Enemy

If someone doesn't understand, it's not because  
they are your enemy.... perhaps it's because they  
have never been told.

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## FIRST 10 SECONDS & THE 32<sup>ND</sup> PITCH

Always have something ready  
to say, a Basic Introduction.

Your Name  
Short Description  
Why You Care

Hi. I'm Wyatt. I'm a 10<sup>th</sup> grader in FFA and I show pigs and grow hay with my family. I believe more kids should know how food gets to their plates.

I'm Sarah and I help our family farm by running errands and making lunch. We grow peanuts and corn and cotton in Florida. I think farmers are problem-solvers and I want more people to see that.

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## PEANUT BUTTER JELLY TIME

Bread  
Yummy Goopy Delicious Filling  
Bread

HOOK  
MESSAGE  
CTA

Did you know peanut butter is one of the top items in food banks?  
That's because it's healthy, shelf-stable, and packed with protein. That's  
why I support programs that provide peanut butter to families in need.  
Can you donate a jar this month?

Today's farmers use GPS tractor systems and  
drones - not just plows and shovels. Many people  
think agriculture is outdated. That's why I created  
a social media series to show how tech is changing ag  
and farmers are really advanced. Follow online  
@AgTechTeen and share the videos to help tell the  
story of today's ag.

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What were you  
doing in 1980 ?  
That was 45  
years ago !

Can you believe that some farmers are  
still stuck using outdated federal policy  
from way back then?! And! Young and  
minority farmers are most often left out  
of support programs. That's why I'm  
asking our legislators to fix farm bill  
issues - like the base acre system.

You can help by  
calling your  
representative  
and asking them  
to support fairer  
ag policies.



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HOOK



CTA

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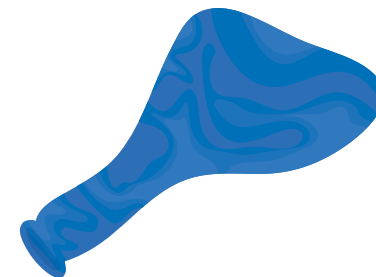
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## Through the Listener Lens The Speaker Wins

the message must resonate  
with the listener or it's worthless



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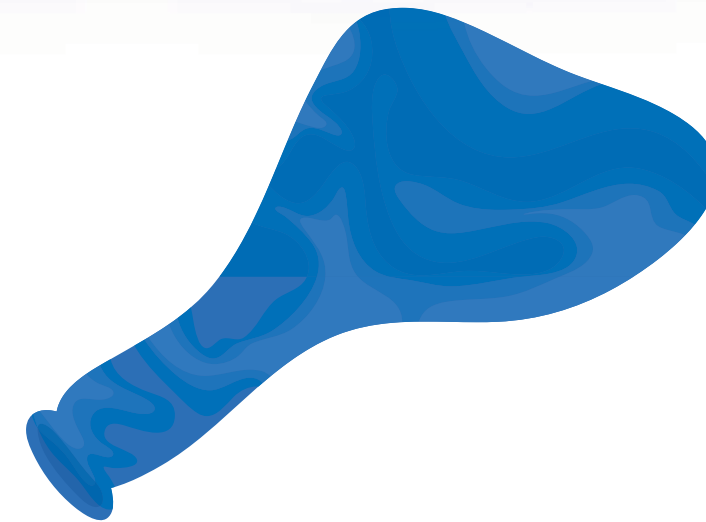
SAD, DEFLATED  
BALLOON

don't just be full of hot air  
"but I like to hear myself talk"

heifer

bushels per acre

dual purpose breed



no till practices

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ag

pullets

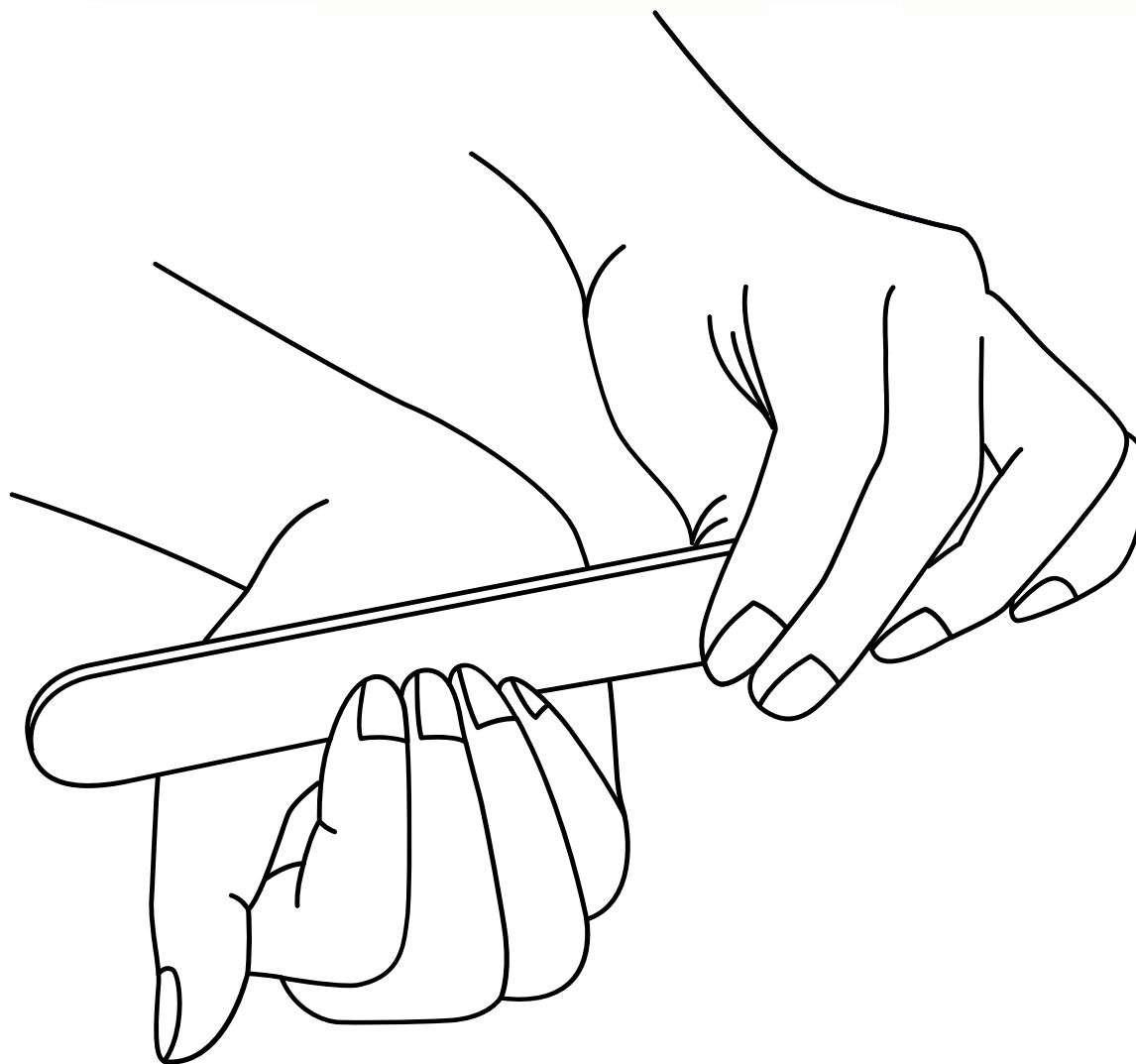


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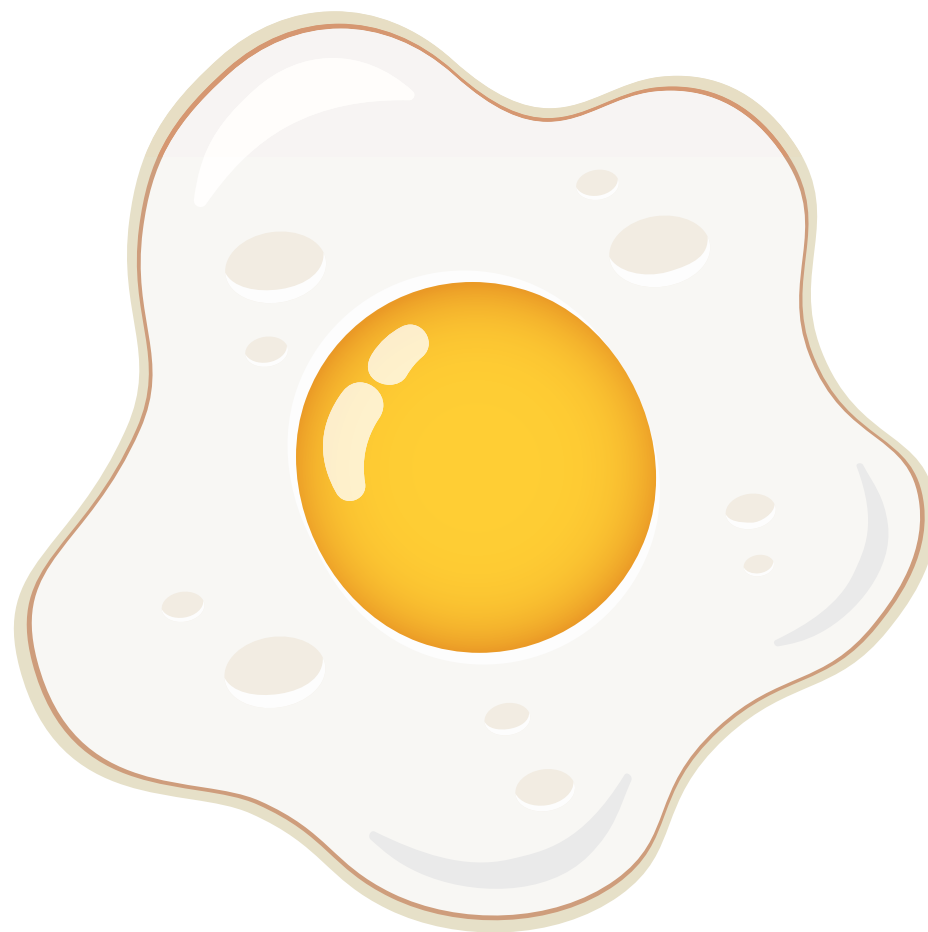


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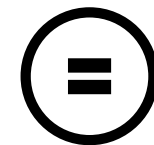
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## let's do MATH

we rotationally graze our cattle  $\textcircled{=}$  our cows move from pasture to pasture so that the grass can grow back and stay healthy

we average 180 bushels per acre  $\textcircled{=}$  we grow enough corn to fill about 10,000 cereal boxes from a piece of land the size of a football field

the cover crop is for nitrogen fixation



after we harvest, we plant another crop that we won't pick, it's like giving the dirt vitamins

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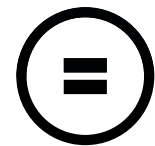
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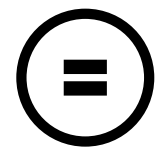
## let's do more MATH

all of our pullets are NPIP certified



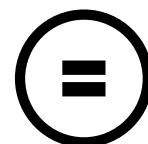
we raise young chickens in a super clean healthy environment that's approved by the state government

we strip till with precision GPS



we only plow a little bit of the dirt and use technology so that we don't waste fuel or harm the soil

at our farm high heritability traits are always considered



we choose animals with great qualities and raise their babies to keep improving

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**But Mooommm! WHYYYYYYYYYY**

**so what**



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## Why It Matters & Give 'em More

go beyond facts and connect with the heart of the message

tell people why it matters to you and why it should matter to them

don't leave them hanging with a fact

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FACT

- peanuts fix nitrogen in the soil

*why does that matter?  
so what?*

- my FFA SAE is swine production

*why does that matter?  
so what?*



*that means fewer synthetic fertilizers,  
which is better for the environment  
and saves money for farmers*

*I am learning responsibility, time  
management, how to treat animals,  
and the value of hard work – things I'll  
carry with me forever*

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FEDERATION

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FACT

- we track each animal's weight and behavior daily
- goats help manage vegetation on our land



*why does that matter?  
so what?*

*why does that matter?  
so what?*



We can spot issues early and ensure the animals are growing healthy and humanely. we check on them every day

These animals naturally reduce the need for mowing or chemicals. it's good for the pet goats, the planet, and the pasture

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## VOCABULARY LESSON

- **Misconception**
  - A belief or idea that is incorrect or based on faulty thinking.
    - Used when addressing myths about agriculture (e.g., “There’s a misconception that farmers don’t care about the environment.”)
- **Engagement**
  - The act of getting people’s attention and involving them in a discussion or activity.
    - In communication, you want to create engagement with your audience, not just speak at them.
- **Hook**
  - A short, attention-grabbing opening used to spark interest right away.
    - Could be a surprising fact, question, or short story. “Did you know peanuts aren’t actually nuts?”
- **Call to Action (CTA)**
  - A direct statement that encourages your audience to do something.
    - “Support your local ag program.” “Follow our FFA chapter on Instagram.”
- **Resonates**
  - To emotionally or intellectually connect with someone in a lasting way.
    - “Her story about raising animals really resonated with the school board.”
- **Jargon**
  - Specialized words used by a specific group that others may not understand.
    - Avoid industry jargon when talking to the general public—say ‘livestock’ instead of ‘feeder calves.’
- **Soundbites**
  - Short, memorable statements that are easy to quote or repeat.
    - Used in TV, radio, and social media. “Farmers feed the world” is a classic soundbite.
- **Earnest**
  - Showing genuine sincerity and honesty in how you speak or present.
    - Being earnest helps you build trust with your audience—even if you’re nervous.
- **Humility**
  - Speaking with respect and modesty, without bragging—even when you’re proud of something.
    - “I’m grateful for the chance to raise animals. It’s taught me so much.”

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**LOCATION** Capitol Building - Legislator's Office

**AUDIENCE** Elected Official and Legislative Aids

**TONE** Professional, Respectful, Informed

**GOAL** Persuade them to support an Ag Issue (ag ed funding, conservation, farm bill, etc)

**STRENGTH** Brief, Fact-Supported Messaging, Confidence with Policy -related Language

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**LOCATION** School Hallway - Peer Conversation

**AUDIENCE** Curious or Misinformed Fellow Student

**TONE** Conversational, Relatable, Enthusiastic

**GOAL** Correct misconceptions and spark interest in agriculture/FFA/4H

**STRENGTH** Peer-to-Peer Engagement, Breaking down Complex topics simply

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**LOCATION** Stadium - Jumbotron Commercial

**AUDIENCE** General Public at a Sporting Event

**TONE** Energetic, Attention-Grabbing, Inspiring

**GOAL** Promote Florida Agriculture (or a specific crop, like Peanuts) in 30-45 seconds

**STRENGTH** Clear, Quick Messaging with a Hook and a Call To Action

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**LOCATION** News Station - National Interview

**AUDIENCE** National Online or TV Audience, basically unfamiliar with Agriculture

**TONE** Confident, Clear, Sincere

**GOAL** Explain the importance of Agriculture in a way that resonates broadly

**STRENGTH** Poise, Avoiding Jargon, Memorable Sound Bites

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**LOCATION** Audio Booth - Local Radio/Podcast Interview

**AUDIENCE** Local Radio Listeners or Ag Podcast Fans

**TONE** Warm, Authentic, Story-Driven

**GOAL** Share a Personal Ag Story or Highlight a Cause (like peanut butter donations)

**STRENGTH** Storytelling, Pacing, Emotion in Voice

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**LOCATION** Corn Field

**AUDIENCE** Older Florida Farmer or Ag Industry Representative

**TONE** Respectful, Earnest, Thoughtful

**GOAL** Build Connection, Ask Questions, Seek Advice, and/or Share Appreciation

**STRENGTH** Listening, Curiosity, Humility, Showing Passion for Agriculture

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**LOCATION** Business Office - Chapter Sponsor

**AUDIENCE** Professional Adults

**TONE** Confident, Polished, Well-Prepared

**GOAL** Pitch a Program, Introduce Yourself as a Chapter Leader, OR Invite to Event

**STRENGTH** Professionalism, Clear Messaging, Respectful Conversation

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**LOCATION** Library - School Board Meeting

**AUDIENCE** School Administrators, Teachers, Parents

**TONE** Thankful, Respectful, Informed, Community-minded

**GOAL** Share why Ag class & FFA are important for the growth of students at your school

**STRENGTH** Professionalism, Clear Messaging, Respectful Conversation

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**LOCATION** Convention Hallway

**AUDIENCE** Social Media

**TONE** (flexible depending on your followers/style/point of view)

**GOAL** Practice Confidence, Clarity, and Quick Adaptability in the 'real world'

**STRENGTH** Presence, Summary Speaking, Stirring for a Positive Reaction

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