



2019
Collegiate Farm Bureau
Discussion Meet
Manual

COLLEGIATE DISCUSSION MEET MANUAL

WISCONSIN FARM BUREAU FEDERATION

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Competition Objectives

As a leadership training and self-improvement activity, the Collegiate Discussion Meet experience will:

1. Stimulate logical thinking and a desire for accurate information.
2. Develop a concise and direct manner of speaking.
3. Improve the ability to listen.
4. Aid the participant in overcoming timidity or stage fright.
5. Assist the individual in the practice of giving and receiving criticism in a helpful manner.
6. Teach the value of compromise.
7. Develop leaders for effective problem solving through group discussion.

Background Information

- The Collegiate Discussion Meet is a competition promoted by the American Farm Bureau Federation Young Farmers & Ranchers Committee and the Wisconsin Farm Bureau Young Farmer and Agriculturist (YFA) Committee.
- Farm Bureau's strength depends on its members' ability to analyze agricultural issues and decide on solutions that best meet their needs. The Collegiate Discussion Meet is an activity designed to build these crucial skills in young, active farmers and agriculturalists. By participating, members build basic discussion skills, develop a keen understanding of important agricultural issues and explore how groups can pool knowledge to reach consensus and solve problems.
- The Collegiate Discussion Meet is designed to simulate a committee meeting where discussion and active participation are expected from each committee member.
- The competitors will discuss pre-selected topics.
- The four fundamental bases of general discussion:
 - Cooperation
 - Constructive Criticism
 - Problem Solving
 - Communication
- The discussion should not be "conversation" or aimless talk, nor should the participant take the role of a persuasive speaker. The participant should try to cooperatively shed light on the problem and tentatively retain a flexible position.
- A successful participant is a productive thinker rather than an emotional persuader. Sometimes it's reasonable to change positions whenever new information and ideas are presented.
- This is not a panel symposium wherein each participant, in turn, makes a presentation, with the moderator ending the session with a summary. Rather, it is an exercise in cooperative problem solving, with the questions, answers and statements coming from any person at any time. The moderator plays an inactive role during the discussion.

Competitor Qualifications

1. The WFBF Collegiate Discussion Meet contest is for undergraduate UW-Madison, UW-Platteville and UW-River Falls Collegiate Farm Bureau club members.
2. Competitors shall be an enrolled undergraduate student at UW-Madison, UW-Platteville or UW-River Falls and a member of the UW-Madison, UW-Platteville or UW-River Falls Collegiate Farm Bureau club and be between the ages of 18-35. They shall not have reached their 36th birthday by February 28 of the year in which they will compete at the AFBF YF&R Leadership Conference.
3. Individuals who have been a WFBF Discussion Meet state winner or Collegiate Discussion Meet state winner are ineligible.
4. Competitors must display a sincere interest in the agricultural industry.
5. Professional speakers are not eligible to compete. Professional speakers are those who have received a fee, royalty or honorarium for speaking (i.e., paid speaking appearances or speaking engagements) within 24 months prior to this annual competition. This excludes reimbursement for travel or expenses attendant to the appearance.
6. County, state and American Farm Bureau employees are not eligible; this also includes affiliated companies. Competitors shall not be enrolled in a graduate level program at the time of their state Collegiate Discussion Meet competitive event.

Helpful Hints for Competitors

- Study as much material as possible relating to the overall topic. Sources: internet, library, newspapers, magazines, Farm Bureau policies, county, state and American Farm Bureau publications and conversations with experts or knowledgeable people.
- **Remember this is a discussion, not a debate.**
- Be prepared to ask questions, state facts and opinions, and urge others to be specific.
- Be aware of the audience, but generally address the panel. Speak loud enough to be heard by the whole audience.
- Participate whenever your contribution will further the discussion. Do not monopolize the discussion.
- Make notes of key points as the discussion proceeds for use in summary statement.
- Use the one minute of quiet time to organize your closing statement.
- Stand and make your closing statement to the audience. Use accepted speech techniques. Stay within the time limit.

Keys for a Successful Discussion Meet Contestant

1. Know how to play the game:

- a. **Background:** Most businesses and organizations have a top-down organizational structure; with a national headquarters dictating to the state organization which dictates to the local organization. The opposite is true for Farm Bureau! Farm Bureau is a bottom-up organization. The power of our organization is held and wielded at the local (county) level. Annually, each county Farm Bureau establishes a policy development committee and holds a policy development session to discuss current agricultural topics and issues.

The Discussion Meet contest mirrors our counties' policy development committee sessions. Thus, the contest judges are looking for cooperative and constructive discussion of the topic which leads to workable and actionable solutions – not a debate of the topic. The judges are looking for the person or persons who stand out as the committee chair.

- b. **Be recognized as the committee chair:** A good committee chair is very cooperative. There are six criteria on the judge's score card: 1) Problem Solving and Implementation, 2) Analysis of Topic or Problem, 3) Cooperative Attitude, 4) Delivery, 5) Opening Statement, and 6) Closing Statement. Problem Solving and Implementation is worth 200 points followed by Analysis of the Topic or Problem at 150 points and Cooperative Attitude at 100 points. To be successful in this contest, you must score as the top one or two in Problem Solving and Implementation and Analysis of the Topic. An effective committee chair is the person who cooperatively leads the discussion. The person who endeavors to make sure all sides of the issue are explored, even a side they may not agree with, and all committee members (contestants) have their voices heard. A good committee chair will introduce a point to be discussed, make a strong statement concerning that point and then hand off the discussion to a fellow contestant by asking that person a question using that person's name. Remember, this is a cooperative and constructive discussion, so the questions you ask a fellow contestant should help move the discussion forward. A good committee chair works to get the best ideas out of his/her fellow committee members. A good committee chair makes sure each committee member shares their thoughts and opinions. If a fellow contestant is being quiet or has been left out of the conversation, a good committee chair asks that person a question and gets them involved in the conversation. A good committee chair keeps the discussion on topic. A good committee chair doesn't interrupt or talk over others while they are speaking. At the five-minute warning, when the yellow card is displayed by the timekeeper at 20 minutes of discussion, a good committee chair will attempt to bring the group to consensus on workable and actionable solutions to the topic being discussed. Do this by stating at least one action you will take to make a difference as it relates to the topic and then ask your fellow contestants what they are going to do to make a difference.

NOTE: It is very important to make strong points during the discussion; however, it is **more important** to be seen as the **Committee Chair!**

- 2. Understand the contest structure:** The contest has an opening (30-second opening statement), a body (20 minutes of open discussion) and a closing (one-minute closing statement). A good model of logic to follow is: In the opening, tell them what you are going to tell them. In the body, tell them. In the closing, tell them what you told them.
- a. Opening statement:** You have 30 seconds. It is critical you grab the attention of the judges in your opening statement. You may do that by using a quote from a famous person that relates to the topic being discussed or by telling a quick personal story that makes an emotional connection with the judges. After your strong opening sentence, tell us what you are going to tell us. Quickly outline the main points you would like to discuss during the 20 minute open discussion.
 - b. Discussion:** You have 20 minutes. It is critical to be seen as the committee chair. Lead the discussion using the sub-topics you have developed for each contest topic. Make your points and hand off the discussion by asking a question using your fellow contestant's name. Try to come at the topic from a unique point-of-view and make sure many points of view are discussed. At the five minute warning, yellow card displayed by timekeeper, make sure you try to bring the group to consensus by developing workable and actionable solutions for the topic being discussed.
 - c. Closing statement:** You have one minute. It is critical you finish strong. Do this by quickly summarizing one main point each of your fellow contestants made during the discussion. Don't use the closing statement to bring up a new point in the discussion that wasn't covered before. State what you believe are the solutions the discussion produced and the action you will take to make a difference. With your closing, you are figuratively putting a bow on the package, the one you began wrapping with your opening statement, for the judges. Make sure your final sentence is powerful and memorable - plant your flag!
 - d. Discussion Meet topics:** There are five contest topics. Only one topic will be used at your campus Discussion Meet contest and for the state final. Create four to five sub-topics or sub-points you want to discuss for each main topic. Developing sub-topics will help you lead the discussion.

3. General pointers:

- a. **This is a Farm Bureau contest:** As a Collegiate Farm Bureau member, **YOU are Farm Bureau!** So, when mentioning Farm Bureau, make sure you personalize your statements. “We as Farm Bureau members should...” or “As a Farm Bureau member, I suggest...” Make sure you know how the topic relates to Farm Bureau policy at the local (county), state (Wisconsin Farm Bureau Federation) and national (American Farm Bureau Federation) levels. Visit the WFBF website at www.wfbf.com and the AFBF website at www.fb.org. Check us out on facebook and twitter. How can you work within Farm Bureau to help solve the challenges arising from the topic being discussed?
- b. **Speaking style:** The opening and closing statements are given standing and directed to the audience. Make sure you stand up with confidence and move behind your chair, push your chair in under the table, pause a beat to prepare yourself and the audience and then start your statement. Make good eye contact with members of the audience. Finish your statement, pause a beat, pull out your chair and be seated. Do not talk yourself out of your chair as you begin to speak or talk yourself down into your chair as you finish.

Most people talk faster than they think they do. This is especially true when nerves kick in during a speaking contest. Concentrate on slowing down and speaking clearly. Use a strong, clear, confident voice. Be aware of your facial expressions and body language. Always keep a smile on your face and maintain a confident body posture.

During open discussion, sit confidently in your chair – not too stiff but not a relaxed slouch either, make good eye contact with your fellow contestants, actually listen to what they have to say – don’t get focused in on the next point you want to make, think “yes, and...” to build on their points and the discussion.

- c. **Opening and closing statement strategy:** The opening and closing statements are given in voluntary order determined by the contestants. Most people believe the judges’ best remember the first person to speak and the last person to speak. Those speaking in the middle may get lost in the shuffle.

Going first shows you are very confident. Just make sure you are mentally prepared to deliver a strong opening statement.

Sometimes there is gamesmanship among experienced contestants in an attempt to be the last person to speak. Remember, Cooperative Attitude is critical, so be careful not to be seen as uncooperative in an effort to secure the final speaking position. If you go last for the opening and/or closing statement, you better nail it because your statement will be remembered!

- d. **Use of personal stories and facts:** Everyone loves a story. Tell personal stories that relate to the topic and make an emotional connection to your audience (the judges). Tell us about your home farm or your career, a lesson learned from your grandfather, your greatest challenge working with family...etc. Make it personal and make sure it relates to the topic.

Do a good job of researching the topic. Find some facts and figures you can cite to bring credibility to your thoughts. Don’t go overboard on facts and figures – a few sprinkled into the discussion go a long way. Using too many facts and figures will bore your audience (the judges).

- e. **Stay on topic:** You will only have four to six opportunities to speak during open discussion. When you speak, you must make strong points directly related to the topic. Don’t get off topic and don’t

allow another contestant to lead the group off topic. A good committee chair keeps the discussion on topic!

- f. **Think outside the box and propose unique solutions:** Research the topics from all points of view. Really think about all sides and perspectives of the topic. Can you tackle this challenge from a direction no one else will consider? Having a unique perspective on solving the challenge will serve you well. Don't just take the farmer or ag-professional's point-of-view. How will this affect consumers, suppliers, senior citizens, young people, ag educators, land grant universities, those who don't understand farming and ag, those trying to vilify farming and ag...etc?

Avoid the "education" trap. Almost every topic lends itself to the solution of "We just need to educate..." Most judges roll their eyes when they hear, "more education" for the 99th time. If you are going to suggest, "We need to educate..." you better come up with a very unique way of delivering that education because the judges have heard all the usual ways, and they are not going to be excited to hear it again.

- g. **Be very careful about using acronyms or farm/ag terms your audience (the judges) may not know or understand:** If you mention HSUS and PETA, you must first say, "The Humane Society of the United States, known as HSUS." or "The People for the Ethical Treatment of Animals, known as PETA." Once you've said the complete name, then you may use the acronym from that point forward. Don't expect all judges will know what a gilt or a gelding is. If you use ag-terms such as those, you need to give a brief explanation of what you are talking about.
- h. **Use proper English:** Watch your use of "umm", "like", "you know", "ya", "nope", "cuz", "ta", "I think" (if you are speaking, we know you think that. Stating the obvious weakens what you are saying.)
- i. **Attire:** Women should wear business dress: a dress, a pant suit, or blouse, jacket and skirt. Wearing bright colors or, at a minimum, a bright colored top works best for women. Men should wear business dress: a suit and tie or sport jacket, business slacks & tie.

Competition Format

1. All contest facilitators, competitors and judges will attend the Collegiate contest orientation prior to the start of the competition to receive a short orientation. The competition facilitators are WFBF designated room chairs and WFBF designated moderators.
2. Competitors may not take prepared notes of any form with them to the competition table. After all competitors have been introduced, notes may be written on the paper provided. At the point a note is brought to the table and is noticed by the competition facilitator, there will be a disqualification called at the end of the round by the Discussion Meet chair or the WFBF Coordinator.
3. Discussion Meet questions/topics will not be provided at the competition table during the club, state and national level rounds of competition.
4. The room chair will call the meeting to order, announce the topic to be discussed, and introduce the timekeeper and moderator. Any competitor not present at this time will be disqualified.
5. The moderator will introduce the competitors and re-announce the topic to be discussed. He/she will give each of the competitors, in voluntary order, the opportunity to make a 30-second opening statement directed to the audience.
6. The timekeeper will raise a red card indicating when 30 seconds has elapsed. Judges may subtract points at their discretion for competitors who abuse the time limit.
7. The moderator will then indicate the opportunity for open discussion, which will continue for a total of 20 minutes. The discussion should be directed to the fellow competitors during open discussion.
8. At the 15 minute mark of open discussion, the timekeeper will raise a yellow card indicating there are five minutes of open discussion time remaining.
9. If the discussion is lagging, the moderator may close the discussion at this time.
10. The timekeeper will indicate to the moderator when 20 minutes have elapsed with a red card.
11. The moderator will call for open discussion to stop and for one minute of quiet time allowing the competitors to consider a closing statement.
12. The moderator will give each of the competitors, in voluntary order, the opportunity to make an one-minute closing statement directed to the audience.
13. The moderator will recognize the judges and request them to leave the room with the room chair to finalize the tabulation of their score sheets. Judges are not to confer with each other until the room chair has collected their tabulated score sheets.
14. The next round topic to be discussed will be announced.
15. The moderator will thank the panel and ask the audience to recognize their efforts. The moderator may then request the competitors to each discuss their background, education, any ag experience and future aspirations.

Competition Structure

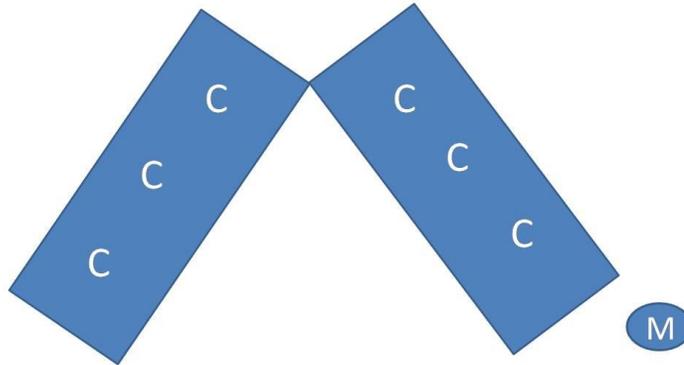
Orientations

- Collegiate Discussion Meet Orientation
 - Held just prior to the First Round.
 - All competitors are required to attend; roll call will be taken.
 - Release of Collegiate Discussion Meet topic time schedule.
 - First Round topic will be announced in the competition room by Room Chair 10 minutes prior to start of First Round.
 - If necessary, each subsequent round topic announced at close of prior round.
- Judges' Orientation
 - Held 15 minutes prior to the start of the contest.
 - Review judge's duties in **Roles and Responsibilities of Competition Facilitators** along with any announcements.
 - Review timing sequences.
 - Allow time for questions.
 - Roll call of judges.
- Volunteer Orientation (Timekeeper)
 - Held in conjunction with the Judges' Orientation.
 - Roll call of timekeepers.
 - Distribution of time schedule.
 - Distribution of time cards.

Competition

- All competitors will compete in the first round of the Collegiate competition. The top ranked individual qualifies to compete at the AFBF Collegiate Discussion Meet contest held in conjunction with the AFBF YF&R Leadership Conference. If there are seven or more contestants prepared to compete at a Collegiate contest, the group will be split into one group of four and one group of three, or whatever combination is necessary. Contest facilitators will conduct a round for Group 1 and Group 2 using the same question/topic. Before Group 1 begins their round, contest facilitators will direct those in Group 2 to another location so they cannot see or hear Group 1's discussion. Before Group 2 begins their round, contest facilitators will direct those in Group 1 to another location so they cannot see or hear Group 2's discussion. The two top-ranked individuals from Group 1 and the two top-ranked individuals from Group 2 will now compete. Contest facilitators will hold another round with a new question/topic and the top ranked individual qualifies to compete at the AFBF Collegiate Discussion Meet contest held in conjunction with the AFBF YF&R Leadership Conference.
- The physical arrangements of the Collegiate Discussion Meet rooms should provide for two tables at the front of the room facing each other and the audience. Half of the participants should be seated at each table with the moderator on the side. Name cards identifying competitors should be easily visible. Cards should show only the competitor's name, not their county.

Room Layout



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x J x x x x x x x T   x x x x x x x x x x
x x x x x x x x x x   x x x x x x J x x x
x x x x x x x J x x   x x x x x x x x x x
  
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M = Moderator C = Competitor J = Judge T = Timer X = Audience

Flow of Competition

Generally speaking, the discussion should follow these steps:

1. State the problem or need.
2. Explore, define, and understand the problem or need.
3. Identify causes of the problem or need.
4. Elaborate all possible alternative solutions.
5. Evaluate and compare alternatives.
6. Test and project what appears to be the best solution(s).
7. Create ways to implement the solution(s) discussed and highlight Farm Bureau's involvement in those actions/steps.

Facilitators' Roles and Responsibilities

1. Competition Chair's Duties

- a) Familiarize yourself with the Collegiate Discussion Meet manual.
- b) Conduct Collegiate Discussion Meet Orientation Session at the Collegiate contest for competitors and judges.
 - Make introductions.
 - Give brief explanation of Discussion Meet competition procedures.
 - Allow time for questions.
 - Draw and announce topics to determine sequence to be used for the competition.
 - Announce First Round topic during Orientation.
- c) Settle any and all disputes during the competition.

2. Room Chair's Duties

- a) Familiarize yourself with the Collegiate Discussion Meet manual.
- b) Review Tally Sheet (**Appendix A & B**).
- c) Ensure all judges are present and check their identities. Report any changes to the moderator.
- d) Meet in the assigned room with competitors, judges, moderator and timekeeper to answer any questions they may have.
- e) Call the competition to order at the appointed time. Introduce the timekeeper and moderator. Announce topic to be discussed.
- f) Introduce and thank judges.
- g) Escort judges to the judges tabulating room at the end of the competition and allow them to finish tabulating and ranking the competitors. Assist judges in final ranking of competitors.
- h) Ensure each competitor has been ranked in all sections of the rating sheet.
- i) Supervise tiebreakers (See **Scoring**).

3. Moderator's Duties

- a) Familiarize yourself with the Collegiate Discussion Meet manual.
- b) Become acquainted with competitors.
- c) Open the competition with the following to ensure that all understand the format:
 - Welcome the audience.
 - Introduce competitors from left to right by name.
 - Announce topic to be discussed.
 - Ask for competitors to make a 30-second opening statement in voluntary order.
 - After the last opening statement, say "You have heard the opening statements; you may proceed with the discussion."
 - End discussion at timekeeper's signal.
 - Call for one-minute quiet time used to prepare closing statements.
 - Call for one-minute closing statement, in a voluntary order.
 - Thank competitors.
 - Dismiss room chair and judges for tabulation.
 - Announce topic for next round.
 - Give competitors the opportunity to introduce themselves and share their education and background, any personal agricultural backgrounds and future aspirations.
 - Announce time and location for the next round.

Note: The moderator should not comment on the topic or encourage discussion. This is the responsibility of the competitors. However, if the discussion seems to really be lagging, the moderator should use their best judgment to end the discussion when the timekeeper indicates five minutes remain in open discussion.

4. Timekeeper's Duties

- Familiarize yourself with the Collegiate Discussion Meet Manual.
- Go to assigned competition room ten minutes prior to the scheduled starting time.
- Meet with room chair, moderator and competitors for last minute questions.
- Indicate following timing points to the moderator and competitors as follows:
 1. The end of each 30-second opening statement. (Time elapsed - red card)
 2. Warning at 15 minutes of open discussion. (Five minutes remaining - yellow card)
Hold up card until all competitors have noted the warning.
 3. The end of 20 minutes of open discussion. (Time elapsed - red card)
 4. The end of one-minute quiet time. (Time elapsed - red card)
 5. The end of each competitor's one-minute closing statement. (Time elapsed - red card)

5. Judges' Duties

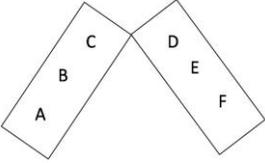
- Familiarize yourself with the Collegiate Discussion Meet Manual.
- Review discussion topics.
- Review Rating Sheet.
- Attend the Collegiate Discussion Meet Judges Orientation Session.
- Go to assigned room ten minutes prior to the scheduled starting time.
- Meet with room chair and moderator for last minute questions.
 - a. Remain seated until your room chair calls for you to leave the room to do the final tabulating of your score sheet.
- Judges should:
 - a. List competitors on Rating Sheet from left to right for ease in identification.
 - b. Score competitors using the Rating Sheet.
 - c. Total the scores.
 - i. **Note: There is a total of 750 possible points.**
 - d. Determine and record ranking.
 - e. Select winners. (See **Scoring**)
 - f. Sign Rating Sheet.
- Judges should not:
 1. Sit near a fellow judge.
 2. Judge by applause.
 3. Confer with each other until all scores are tabulated.

Scoring

The room chair will supervise the final tabulation by the judges. Judges will use the point system indicated on the score sheet to assist in selecting their winners. Each judge will be instructed to total his/her score sheet and rank the competitors. Each judge is to break ties that occur on his/her own score sheet. The room chair will assist the judges in determining the final ranking of the competition.

- The winner will be determined by judges' ranking, and ties will be resolved before the judges are dismissed.
 - a. Ties will be broken at the end of each round(s) by an automatic procedure using Cooperative Attitude as the first tiebreaker, followed by Problem Solving and Delivery, respectfully. (See **Appendix A**). In the event of an irresolvable tie between all three categories, total points from judges' score sheets will be used to resolve the tie. The room chair will assist with this process.
- When possible, the above procedure should be conducted in a private room, with only the judges, room chair, and Discussion Meet chair present.

Discussion Meet Rating Sheet

Comp A Name:	Comp B Name:	Comp C Name:	<p>In these columns, put the first and last name of the competitor according to where they are sitting using this diagram:</p> 	Comp D Name:	Comp E Name:	Comp F Name:
			(1) PROBLEM SOLVING AND IMPLEMENTATION: (200 points) Ability and judgment in seeking answers and solutions, planning and organizational understanding including Farm Bureau in implementing action programs.			
			(2) ANALYSIS OF TOPIC OR PROBLEM: (150 points) Does contestant attempt to identify problem causes and remain on topic? Knowledge, extent and accuracy of facts.			
			(3) COOPERATIVE ATTITUDE: (100 points) Listening, asking pertinent questions, airing all points of view, securing major agreement, minimizing major differences. Courtesy to other participants, encourage discussion from other participants.			
			(4) DELIVERY: (100 points) Voice quality, loudness, clear enunciation, communication skills, desirable sentence structure and interesting choice of words.			
			(5) OPENING STATEMENT: (50 points) Definition of problem, importance, causes, effects, relevancy of problem.			
			(6) CLOSING STATEMENT: (100 points) Ability to summarize discussion and formulate direction for the future.			
			<p>Total score for each contestant is to be tabulated by Judge.</p> <p>← TOTAL Any tie scores are to be broken by Judge. TOTAL →</p> <p>Total of 700 points possible.</p>			
			<p>← RANK Rank contestants: 1(highest) - 6(lowest) RANK →</p>			

Signed: _____

Room Chairman

Signed: _____

Judge

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WISCONSIN FARM BUREAU FEDERATION 2019 COLLEGIATE DISCUSSION MEET

The Wisconsin Farm Bureau YFA Committee is pleased to announce the 2019 Collegiate Discussion Meet Contest. This program gives Collegiate Farm Bureau members the opportunity to take part in an educational discussion experience. The Wisconsin Farm Bureau Federation is proud to sponsor the following awards:

Scholarships

The winner of the WFBF Collegiate Discussion Meet will receive a \$1,500 scholarship from GROWMARK, Inc.

AFBF YF&R Conference in Louisville

The Collegiate Discussion Meet winner will be awarded transportation, lodging and registration costs toward competing in the AFBF Young Farmers & Ranchers Collegiate Discussion Meet contest in Louisville, March 13-16, 2020.

WFBF Washington, D.C. Trip

The Collegiate Discussion Meet winner qualifies to take part in the WFBF Washington, D.C. trip. The trip includes round trip airfare, lodging while in Washington, D.C. sightseeing tours, and some meals. The participants will meet with their congressional delegation, USDA staff and the AFBF staff.

You may download the Collegiate Discussion Meet form from the web at www.wfbf.com.

2019
Wisconsin Farm Bureau Federation
COLLEGIATE FARM BUREAU
Discussion Meet Questions/Topics

Please Note: All Collegiate Discussion Meet contests will use and discuss Topic Question #3.

The customer is always right. How do farmers and ranchers think and respond, through the lens of consumer priorities and marketing trends, to build common values and confidence in modern production methods to build consumer acceptance?

1. How can Farm Bureau build upon collaborative relationships such as Farm Town Strong to combat nationwide crises such as opioid dependence/addiction and mental health issues?
2. Products like cell-based food products have demonstrated the food system is rapidly changing. How can future food technologies and related products be beneficially integrated into modern agricultural production without hampering the success of traditional products and the farmers and ranchers who grow them?
- 3. The customer is always right. How do farmers and ranchers think and respond, through the lens of consumer priorities and marketing trends, to build common values and confidence in modern production methods to build consumer acceptance?**
4. With abundant productivity, farmers are in need of new markets, including outside traditional food and feed channels. How do we develop, invest and commercialize to innovate new uses of agricultural products and by-products to benefit all of agriculture?
5. The 21st-century agricultural economy is threatened by labor shortages. Without a clear solution for accessing foreign guest workers as a component of immigration reform coming from Congress, what are some creative and legal ways for agriculture to address the labor needs of a modern production system?

**2019 Collegiate Discussion Meet
Semi-Final Winner
Application and Information Sheet**

Contestant's Name: _____ Phone: _____

Phonetic Pronunciation: _____ E-mail: _____

Address: _____ City: _____ Zip: _____

Collegiate Farm Bureau: _____ Sex: _____ Age: _____ Date of Birth: _____

Are you or your parents Farm Bureau members? If so, in what county and in what name is your membership?

County Farm Bureau: _____ Name: _____

BIOGRAPHICAL INFORMATION:

Please write a 5-7 line biographical sketch written in third person (education, ag-related career, size of operation, list major crops, type and number of livestock, off-farm activities, own or rent farm, etc.)

PHOTOS:

WFBF reserves the right to use your photos and/or any video footage for use in promoting Farm Bureau. The photos and/or video footage of undersigned competitor may also be available to sponsors of WFBF events.

Competitor: _____ Date: _____

If you have questions or need more information, please contact Wendy Kannel at 608.828.5719 or wkannel@wfbf.com.

Mail application form to:
Wisconsin Farm Bureau Federation
Collegiate Discussion Meet Contestant
Attn: Wendy Kannel
P.O. Box 5550
Madison, WI 53705-0550

Discussion Meet application form must be **POSTMARKED ON OR BEFORE OCTOBER 31, 2019.**