

CREW ROLES

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| HOST | | Emcee of the event. Reads questions and interacts with team players. |
| TIMEKEEPER | | |
| SCOREKEEPER | | Standing near the audio booth keeping track of points earned and reporting back to POWERPOINT TEAM at the end of each round to add to score slide between each round. Scores are not automatically calculated. |
| JUDGE | | Designate a person to assist the Powerpoint Administrator to judge the responses given. |
| POWERPOINT ADMINISTRATOR | | Operate the PowerPoint (which posts the survey answers). The POWERPOINT ADMINISTER and JUDGE will also confer for any judgement responses. One team member will keep time to buzz the person if an answer isn't given in 10 seconds. |

This document is an overview of the flow and potential obligations during the play of the game. It is a just a suggested reference. As a group familiarizes themselves with the play of the game, modifications can easily be administered. It may help the host to break the printed script and place on notecards with the Field to Fork Face-Off logo on the back.

Glossary:

Round: One question with multiple answers.

Match: A match is the entirety of the competition between two teams. We suggest doing three (3) rounds of questions per Match contest. Again you can customize your games to include as many rounds of questions as you would like to offer and even adjust the scoring equation accordingly.

PROGRAM NOTE: The following is a sample script. There was some additional roles our committee used during the program debut in New Orleans at the 2019 AFBF Annual Convention. The Field to Fork Faceoff played out on the cultivation stage in the tradeshow venue. This stage is an active environment so we accommodated by having two stage assistants to help with any issues the host would encounter and also for staging the teams. Since we were on a time slot, we designated an official timekeeper so we could be certain that we would get through our entire program in 55 minutes. Finally, we wanted to make sure we had designated audience leaders to assist with the momentum. Not all audiences are familiar with the dynamics of "Family Feud" so we wanted to assist in encouraging the cheering, applause and banter that happens! Those were all additional roles unique to our 2019 event. The following is a revised script to include the roles necessary to execute a successful FIELD TO FORK FACEOFF!!!

SAMPLE SCRIPT FROM 2019 NEW ORLEANS FIELD to FORK FACEOFF

| 1:30 p.m. | Field to Fork Faceoff |
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| INTRODUCTION (Host) | <i>(Slide Action-first slide floating logo)</i> Welcome to Field to Fork Face-Off a Family-Feud style gameshow that takes a new twist on beginning the conversation about food production and farming. My name is Chris Hoffman, Chair of the AFBF Promotion & Education Committee and I will be your host today. |
| WELCOME | Four (4) teams will face-off to test their knowledge on the public’s perception of agriculture. Two (2) teams will compete in each match. The winners of the first two matches will advance to compete in a championship round for a chance to win four (4) registrations to the 2019 Farm Bureau FUSION Conference held in Milwaukee this March valued at \$285 apiece. |
| RULES | <p>HOST – Now let’s review the rules of the game:</p> <ul style="list-style-type: none"> ○ The answers used in this game were collected as the <i>OPINIONS</i> of youth, consumers and Farm Bureau members to be used as a means to start the conversation about agriculture. The answers are not scientifically correct, but rather the opinion of the respondents ○ To begin the match, there will be a face-off question between one member from each team to determine which team gets control of the question. The team member who returns the highest scoring answer will give their team a chance to play the question. ○ Team members will have 10 seconds to give an answer. At the end of the 10 seconds, you will hear this sound (<i>Renee plays buzzer</i>) ○ Points are determined by the value associated with the response to that survey question ○ If a team can play the entire board, they will earn ALL of the points associated with the answer. If the team playing gets three incorrect answers, the opposing team has the opportunity to steal ALL of the points by giving one correct answer. If the opposing team fails to give a correct answer, the original team will receive the total point values shown on the board. ○ Conferring between teammates while answering in a round is discouraged, but you may talk amongst yourselves if the opposing team answers incorrectly three times and your team has the opportunity to steal. ○ Each match will have four (4) questions. The value of the points will double, triple and quadrupled as we advance through the questions. ○ If there happens to be a tie at the end of play, a face-off question will be played to break the tie. The team member that returns the highest scoring answer in the faceoff, will win the round. |

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| <p>START TIME ~1:35 p.m.</p> | <p>MATCH #1 Starting this match at 1:35 will allow 15+ minutes for the first match. It needs to wrap at 1:50/1:52.</p> |
| <p>MATCH #1 – Announce Teams</p> | <p>Let us welcome our first teams for the Field to Fork Face-Off.</p> <p>TEAM 1 _____ (host visits the teams and ask them to introduce themselves....)</p> <p>TEAM 2 _____</p> <p>We will start with our first face-off match. Each team please send up your first member to compete.</p> |
| <p>Match #1 – Question 1-3</p> <p>HOST reset buzzer</p> | <p>(HOST will read question #1. Questions should be read with the survey source introducing the question.</p> <p>The player that hits the buzzer first, will have the chance to answer. If that player gives the #1 answer on the board, then they automatically have the choice of their team playing the round or passing to the other team.</p> <p>If the number one answer is not given, then the opposing team has a chance to answer. The team that guesses the highest valued answer will have the opportunity to play.</p> <p>If a player buzzes in before I finish reading the question, I will stop and ask for an answer. (HOST will continue reading the question after the first player provides their answer)</p> <p>(SLIDE ACTION: SHOW QUESTION) (I.e. “100 fairgoers were surveyed and the top _____ answers are on the board...”)</p> <p>(SLIDE ACTION): HIDE QUESTION)</p> |
| <p>CREW TASKS</p> | <p><i>POWERPOINT TEAM– One person operates the question while the other times each answer. Together acting as judges to determine the correct answer to flip. After an answer is stated, the POWERPOINT TEAM flips over an answer if it is accepted (a matching/correct answer)!</i></p> <p><i>SCORE KEEPER: sits near POWERPOINT TEAM to keep score. Keeping a running tally of the points. Once the question is played out, then the successful team wins those points. Provide the POWERPOINT TEAM the total points earned after each round (question)</i></p> <ul style="list-style-type: none"> • Round 1-Point values are face value (as listed) • Round 2-Points values are doubled • Round 3-Points values are tripled <p><i>HOST – Lead whose turn is it to attempt to answer. Opportunity to interact with players and learn more about them, perhaps a spin to current topic, or their interest about advocating.....</i></p> |

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| QUESTION PLAY | <i>The team playing will try to get all the answers posted on the board correct before getting three (3) incorrect "Xs." If they get three "Xs," the other team has the chance to get one correct answer posted on the board. If that team is successful, they receive ALL of the points from that round. If they do not successfully steal the points by getting one correct answer, the original team receives ALL of the points. Play then continues to Round 2, with the second individual on each team coming up to the face-off.</i> |
| End of Match #1 (TIME 1:50/1:52) | HOST: Announce winning team!! HOST – <i>remind everybody that the winning team will be facing off against the winning team of the next match.</i> Thank you for playing. Each of you will receive a copy of Farm Bureau’s popular Food and Farm Facts for your participation. |
| Commercial Break | HOST: As a reminder the overall winning team of Field to Fork Face-Off will win four (4) registrations valued at \$285 each to the 2019 Farm Bureau FUSION Conference in Milwaukee, Wisconsin on March 15-18. The FUSION Conference brings together members of the Promotion & Education, Younger Farmers and Ranchers and Women’s Leadership programs and provides an opportunity to share experiences, learn and connect with other Farm Bureau members and industry leaders. FUSION will also include 21 Wisconsin tours and an evening of fun at the Harley Davidson Museum. There is still time to register so plan to join us at FUSION! |
| | Program Note: In New Orleans, we accounted for a “commercial break” as we reset the stage with the new teams. |
| START TIME ~1:55 p.m. | MATCH #2 The first match could take a little longer to get accustomed to things. But the second match needs to start by 1:55 to allow 15 minutes for the match. |
| Match #2 | HOST- Announce and introduce the next pair of teams. Play repeats just like the previous match with two entirely new teams. Brief Review of Rules |
| Match #2 – Questions 1-3 | POWERPOINT TEAM – Judging and keeping time for each answer Scorekeeper – tally each round and report to POWERPOINT team for slide between rounds <ul style="list-style-type: none"> • Round 1-Point values are true • Round 2-Points values are doubled • Round 3-Points values are tripled TIMEKEEPER – Keep track of timing for each round and match HOST – lead play |
| End of Match #2 | HOST: Announces winning team |

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| | <p>(SLIDE ACTION: Scores Appear on the Screen)</p> <p>HOST – <i>remind everybody that the winning team will be facing off against the winning team of the first match. The winning team from this match should stay on the stage.</i></p> <p>Thank you for playing Field to Fork Face-Off! Each member of your team will receive a copy of Farm Bureau’s Food and Farm Facts on your way off the stage.</p> |
| Commercial Break | <p>HOST: The American Farm Bureau Foundation for Agriculture creates resources to help educate others about the importance of agriculture. Be sure to stop by their booth #557 and visit their website online to check out all of the books, educator guides and free resources that they offer to help you share accurate ag materials in your community!</p> |
| START TIME ~2:10 p.m. | FINAL MATCH <p>Allot 20 minutes. Teams will have been through the process, so it should go smoother/quicker as they should be even more ready to answer! But there will be one additional question. If we are running behind – do only three (3) questions.</p> |
| Final Match | <p>One team is already on stage, need to call (or place during commercial break) the winning team from Match #1.</p> <p>Host: <i>Announce and reintroduce the two teams facing off in the championship match of Field to Fork Face-Off. The winning team of this match wins four fantastic FUSION registrations with a total value of over \$1,000 dollars</i></p> <p><i>Play repeats just like the previous matches. (Host – so we will have met them already, but the audience might need a refresher!)</i></p> <p>FINAL MATCH – one additional question will be played for a total of four (4) faceoff questions.</p> |
| FINAL MATCH Match #3 – Questions 1-4 | <p>POWERPOINT TEAM – Judging and keeping time for each answer Scorekeeper – tally each round and report to POWERPOINT TEAM after each round for slide</p> <ul style="list-style-type: none"> • Round 1-Point values are true • Round 2-Points values are doubled • Round 3-Points values are tripled • Round 4- Point values are quadrupled <p>TIMEKEEPER – Keep track of timing for each round and match HOST – lead play</p> |
| WRAP UP | (SLIDE ACTION: FINAL SCORES ARE POSTED) |

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| | <p>Host: <i>Congratulate winning team for winning four (4) registrations to the 2019 Farm Bureau FUSION Conference. Remind audience that there is still time to register. Early-bird registrations ends on January 25th</i></p> <p>Wrap up statement about the importance to find unique ways to start conversations with everyone you meet. The mission of the AFBF Promotion & Education Committee is to develop and centralize resources that inspire and equip Farm Bureau to convey the significance of agriculture. Let us know how we can help you.</p> <p>Thank you!</p> |
| 2:29 p.m. | WRAP UP and OFF! |