

2020 Farm-City State Poster Contest

The Alabama Farm-City poster, essay, and video theme for 2020 is “**Sweet Grown Alabama.**”

The state's new agricultural brand, Sweet Grown Alabama, provides a perfect palette for students to create artwork, essays, and videos in celebration of Farm-City Week.

Shoppers increasingly want to know the origin of their food, and studies indicate they prefer locally grown over organic, non-GMO, antibiotic-free or other marketing strategies. Sweet Grown Alabama aims to strengthen the connection between farm and fork by helping consumers identify Alabama-grown products and the families who produce them.

Launched last fall to farmers, Sweet Grown Alabama is a membership-based promotion and marketing program available for any Alabama agricultural product or experience. From juicy peaches and farm-fresh eggs to pumpkin patches and homegrown cotton sheets, Sweet Grown Alabama touches all sectors of farming. It also gives grocers, restaurants, and manufacturers a way to distinguish Alabama products from those imported from other states or even overseas.

Organizers, sponsors, and members of Sweet Grown Alabama believe the brand will add value to farm products, increase consumer demand and, ultimately, enhance the profitability and sustainability of Alabama farmers.

A consumer-facing website was set to launch in spring 2020, giving shoppers a searchable database for farms, farmers markets, restaurants, grocers, and others featuring Sweet Grown Alabama products. With over 100 farms purchasing memberships in the first eight months, the program is expected to blossom into the go-to source for Alabama agricultural products.

Similar programs in other states already are paying dividends for farmers and shoppers alike. Georgia Grown and Kentucky Proud are two examples right here in the Southeast.

Students and Farm-City Committees using Sweet Grown Alabama as a theme will find a wealth of resources online. To begin, follow Sweet Grown Alabama on Facebook, Instagram, and Twitter. Also, check out SweetGrownAlabama.com as well as AlfaFarmers.org and agi.alabama.gov.

Young artists, writers and video storytellers also may find inspiration from the Sweet Grown Alabama tagline — Connecting Alabama Farmers & Families.

As you explore the breadth of Sweet Grown Alabama, be sure to focus on more than fresh fruit and vegetables. While farmers market fare is certainly a big part of the Sweet Grown menu, there's also catfish, beef, peanuts, cotton, grits, honey, jellies, candies and so much more. If it is grown or experienced on an Alabama farm, it can be part of Sweet Grown Alabama.

Other resources include:

American Farm Bureau Federation — fb.org

US. Department of Agriculture — usda.gov

Census of Agriculture and National Agricultural Statistics Service — nass.usda.gov

Feeding the Economy — feedingtheeconomy.com

Farmers for a Sustainable Future — www.fb.org/land/fsf

U.S. Farmers and Ranchers Alliance – usfarmersandranchers.org

American Farm Bureau Foundation for Agriculture — agfoundation.org

Alabama Ag in the Classroom — alabamaaitc.org

The contest is sponsored by the Farm-City Committee of Alabama, P.O. Box 11000, Montgomery, AL 36191-0001, in cooperation with Alabama Ag in the Classroom and Alabama Farmers Cooperative. More information for teachers and students is available online at www.AlfaFarmers.org, www.AlabamaAITC.org and www.AgEducate.org or by contacting your local Alabama Cooperative Extension System office.

State winners in the poster, essay and video contests will be featured in the Alabama Farm-City Committee's 2022 Farm-City Calendar.

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Eligibility and Rules

1. Entry is open to all students in grades kindergarten through sixth grade and **must be the original work of the student.**
2. There are two categories of competition: K – 3 grades and 4 – 6 grades. First- and second-place winners will be named in each category.
3. Posters must relate to the theme. **The name of the theme must be on the poster.**
4. Posters must be on display during the month of November in a shopping mall, library, retail businesses, or other place of public view.
5. The size should be horizontal with the length no greater than 28 inches and height no greater than 22 inches. It should be no smaller than 14 inches in length and 11 inches high. Standard thickness poster paper is preferred. (Vertical posters will be judged but **NOT** considered for the calendar due to format requirements.)
6. Any flat medium can be used (such as pen and pencil, crayon, watercolor, ink, or oil). **No three-dimensional posters (such as gluing products on to a poster) will be eligible.**
7. Each student is required to complete the enclosed information form and attach it to each poster entry.
8. **All entries will be judged first at the county Farm-City committee level with the first-place winner in each county being submitted to the State Farm-City Committee. One entry per division, per county may be submitted for judging at the state level.**
9. Criteria for judging: creativity, originality, neatness, overall appearance, and relevance to the theme.
10. **Deadline for entry at the state level is February 5, 2021. Winners will be notified by mail no later than March 5, 2021. Award winners will be announced at the state Farm-City Awards Luncheon on April 8, 2021.**

Entries become the property of the Farm-City Committee of Alabama and may be photographed or reproduced in a calendar or any other publication as the Committee sees fit without further permission or monetary consideration.

Awards in Each Category

1st PLACE: \$200 Cash

Student's Classroom: \$200 Cash

2nd PLACE: \$100 Cash

Student's Classroom: \$100 Cash

For further information, contact your local Farm-City Committee or the State Farm-City Committee at 1(800)392-5705 or 1(334)613-4410. E-mail: pculver@alfafarmers.org. Fax: 1(334)284-3957. Mailing address: Alabama Farmers Federation, Attn: Jeff Helms, P.O. Box 11000, Montgomery, AL 36191.