

## 2020 Farm-City State Video Contest

The Alabama Farm-City Committee is excited once again to offer a Video Contest for high school students in the 9<sup>th</sup> through 12<sup>th</sup> grades. The contest is sponsored by Alabama Farmers Cooperative and complements the Farm-City poster and essay contests by providing students another channel to express their creativity. The 2020 theme for all three contests 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](http://fb.org)

US. Department of Agriculture — [usda.gov](http://usda.gov)

Census of Agriculture and National Agricultural Statistics Service — [nass.usda.gov](http://nass.usda.gov)

Feeding the Economy — [feedingtheeconomy.com](http://feedingtheeconomy.com)

Farmers for a Sustainable Future — [www.fb.org/land/fsf](http://www.fb.org/land/fsf)

U.S. Farmers and Ranchers Alliance – [usfarmersandranchers.org](http://usfarmersandranchers.org)

American Farm Bureau Foundation for Agriculture — [agfoundation.org](http://agfoundation.org)

Alabama Ag in the Classroom — [alabamaaitc.org](http://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](http://www.AlfaFarmers.org), [www.AlabamaAITC.org](http://www.AlabamaAITC.org) and [www.AgEducate.org](http://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.

### **Eligibility and Rules**

**Entry is open to ninth through twelfth graders.** A \$300 cash prize will be awarded to the first-place winner at the state level, and his or her school will receive a matching award. The second-place state winner will receive \$200, as will his or her school.

The presentation must be created in video form and must relate to theme. Images, audio, and narration may be included, but all components must be packaged with the video. The presentation should be 2-3 minutes in length and should not require live narration (by the viewer.)

Each student must complete the information form and submit it with their entry link.

The presentations will be judged on the following: content, adherence to theme, accuracy of information, appearance, originality, and production.

The presentation must be uploaded to YouTube.com and a link to the video included on the online application form that can be found at [www.AlabamaFarmCity.org](http://www.AlabamaFarmCity.org).

***Students are responsible for ensuring their project is copyright compliant and for obtaining any necessary usage or reproduction rights for music, images, videos, or voice content. Photos and videos do not have to be original to the student, but majority of imagery should be reflective of Alabama agriculture. Royalty free images are available on the Alabama Farmers Federation's Flickr page: <https://www.flickr.com/photos/alabamafarmers> and the Alabama Department of Agriculture and Industries Flickr page: <https://www.flickr.com/photos/144363278@N06/>.***

All entries will be judged first at the county level. The first-place winner in each county must be submitted to the Alabama Farm-City Committee by the deadline. **One entry per county may be submitted for judging at the state level.**

**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 Farm-City Awards Luncheon and Program in Birmingham on April 8, 2021. All entries may be used at the discretion of the Alabama Farm-City Committee without further permission or monetary consideration.