

California FFA – Ag Communications CDE

2024 Media Plan Scenario

Your chapter's agricultural communications committee has been approached by the organizer of a local farmers' market to promote the importance of the market in the community it serves. Your committee has the option to decide what is included in the promotion of this farmers' market. This promotion might include one or more of the following related to the market's efforts:

- innovative production and/or harvest techniques
- a commitment to food safety or other attributes associated with growers participating in the farmers' market
- the community the market serves
- community engagement opportunities, events, volunteer opportunities, social functions, adult and youth educational opportunities, etc.