



California FFA

Agriculture Communications CDE

2025 Media Plan Scenario

Your chapter's agricultural communications committee has been approached by an organization that represents agriculture, farmers, and ranchers in your state (such as the Farm Bureau or a commodity board) to select, promote, and/or recognize a commodity or commodity group in your state to various media outlets.

Your committee has the option to decide what is included in the promotion of this commodity/commodity group. This promotion might include one or more of the following:

- innovative production, harvest, or marketing techniques
- service/leadership in local communities or the state
- providing a unique solution to a problem facing producers/stakeholders related to that commodity
- a commitment to food safety or other attributes associated with the commodity/commodity group

Please remember that the plan should also focus on promoting agriculture and the agricultural industry to consumers in your state.