

## 2026 State Officer Candidates' School

### REPRESENTATION

*Instructions: Candidates will have twenty (20) minutes to plan, prepare, and organize their advocacy speech based on the instructions provided. Following their preparation time, candidates will have five (5) minutes to deliver their presentation to the nominating committee and industry representative(s). Following the five minutes of delivery, candidates will have a five (5) minute follow-up conversation with an industry representative. The committee will evaluate the candidates' ability to advocate and articulate facts and key messages regarding the agriculture industry, FFA, or American education.*

### YOUR SCENARIO

As a State Officer, you have been invited to speak at the New Jersey Association of Agricultural Educators (NJAAE) conference. You have been asked to speak about agricultural literacy and consumer education in America. It's no secret that Food, Agriculture and Natural Resources Education programs are extremely important to prepare young people for careers in agriculture. Unfortunately, there has become a disconnect between consumers and food producers, leaving many Americans lacking the knowledge, appreciation, and understanding of where their food comes from and the role of agriculture in their daily lives.

### YOUR ASSIGNMENT

Present a 5-minute speech sharing the importance agriculture has on the economy and people's everyday lives. In your speech, you'll want to explore the role and responsibility school-based Food, Agriculture and Natural Resources Education has for providing agricultural literacy and consumer education in our country, as well as share examples of what is already being done within FFA to address this issue.

Following your speech, be prepared to have a conversation with an industry expert regarding consumer literacy and consumer perceptions.