



Texas FFA Commodity & Natural Resource Showcase

Educate. Engage. Promote Agriculture.

Program Overview:

Texas agriculture is diverse, essential, and constantly evolving. To inspire the next generation of agricultural leaders, we're challenging FFA chapters to research, educate, and promote a Texas commodity or natural resource through a compelling video and an interactive booth design.

This initiative encourages agricultural literacy, critical thinking, and creativity while allowing chapters to share their knowledge with peers, industry professionals, and the broader Texas FFA community.

How It Works:

- 1. Educational Video Submission (3-5 minutes)**
 - Chapters will research a Texas commodity or natural resource, exploring its production, economic impact, sustainability, and role in the industry.
 - The video should be engaging, fact-based, and designed to educate both FFA members and the general public about the importance of the selected topic.
 - Videos will be judged on accuracy, creativity, storytelling, and clarity of explanation.
- 2. Interactive Booth Design Prototype (10x10 Exhibit Space)**
 - Chapters will design a booth that brings their commodity or resource to life in an interactive, visually engaging way.
 - The booth should educate attendees through hands-on activities, displays, or demonstrations that highlight the commodity's significance in Texas agriculture.
 - Designs should be practical and feasible for construction and display at the Texas FFA Convention.

Why Participate?

- **Promote Agricultural Literacy** – Help educate peers and the public about the commodities that fuel Texas agriculture.
- **Enhance Presentation & Leadership Skills** – Gain experience in research, video production, and exhibit design.
- **Showcase Innovation & Creativity** – Develop an interactive way to engage others in agriculture.
- **Earn Recognition & Support for Your Chapter** – The winning team receives a \$3,000 scholarship to help send five members and one advisor to the Texas FFA Convention.

Award & Recognition:

- Texas FFA Staff will work with TDA and Texas commodity groups to select the winner.
- The winning chapter will display its booth in the Texas FFA Exhibit Hall (July 1-3), where thousands of attendees will experience their educational showcase.
- The winning video will be featured at the Texas FFA Convention and shared on official FFA media platforms.

Judging Criteria:

- **Video Quality & Educational Impact (40%)** – How well does the video educate and engage the audience?
- **Booth Plan Creativity & Interactive Experience (40%)** – How innovative and immersive is the booth design?
- **Feasibility & Effectiveness (20%)** – Can the booth realistically be built and effectively communicate the commodity's importance?

Get Involved!

This is your chapter's chance to **become an ambassador for Texas agriculture. Educate, innovate, and inspire.** Start researching, get creative, and show the impact of Texas commodities and natural resources!

Timeline:

- **March 5:** Program Announcement & Guidelines Released
- **April 4:** Video & Booth Prototype Submission Deadline
- **April 18:** Finalists Announced
- **July 1-3:** Winning Chapter Showcases Booth at Texas FFA Convention