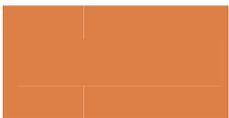




FEEDING THE WORLD – STARTING AT HOME



Setting the context for the 2012 National FFA Agricultural Communications CDE Media Plan/Presentation:

STATEMENT OF NEED

In America, a land of plenty, one in six Americans will experience food insecurity at some time during this year. Right now, millions of Americans are struggling with hunger. These are often hard-working adults, children and seniors who simply cannot make ends meet and are forced to go without food for several meals, or even days. (Source: *Feeding America*)

Every day, almost 16,000 children around the world die from hunger-related causes. That is one child every five minutes. It was estimated that 925 million people did not have enough to eat during 2010. (Source: *United Nations Food and Agricultural Organisation*) The number for 2011 may be as large as 1 billion. “There are more hungry people in the world than the combined populations of the United States, Canada and the European Union. One in seven people in the world will go to bed hungry tonight.” (Source: *United Nations World Food Programme*)

The FFA Vision says, “Students whose lives are impacted by FFA and agricultural education will achieve academic and personal growth, strengthen American agriculture and provide leadership to build healthy local communities and a strong nation.” An organization devoted to young people and agriculture must be engaged in the issue of hunger and food security. Many FFA chapters around the country have engaged their members in hunger relief and community nutrition efforts (e.g., developing school gardens that provide healthy food to school cafeterias and communities, or collecting and packaging food and meals for distribution to hungry families). FFA members and advisors see the community and world needs related to hunger and want to be part of the solution.

National FFA recognizes this interest and the importance of taking a leadership role among youth organizations with regard to eliminating hunger. Therefore, we have identified hunger and food security as a critical focus area in National FFA for 2012 and beyond, at the national and local levels.

MISSION, VISION, VALUES:

FFA MISSION

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

FFA VISION

Students whose lives are impacted by FFA and agricultural education will achieve academic and personal growth, strengthen American agriculture and provide leadership to build healthy local communities and a strong nation.

Feeding the World...Starting at Home INITIATIVE MISSION

National FFA will help agricultural education students understand the root causes of hunger and actively support the human right to safe, affordable, abundant, and nutritious food as a means of reducing hunger at home and abroad.

GOALS AND ACTIVITIES:

National FFA will pursue opportunities to infuse current programs with the means to impact hunger education and hunger relief as relevant and appropriate.

2012 AGRICULTURAL COMMUNICATIONS CDE MEDIA PLAN SCENARIO

In keeping with this vision of national FFA, teams are to identify a **hunger relief activity** in their community and formulate a media plan for that activity encompassing all media plan components in the CDE handbook. The team is **not** to create their own activity, but to act as a communication consultant for an established activity or organization. Teams will need to work with a representative of the local organization to determine the communication needs for the particular hunger relief activity. The budget for this communications activity is \$20,000. Teams are to use realistic communications quotes for all aspects of the media plan.