



Agricultural & Competitive Awards Program Sponsored by Duttera Sound Service

The Agricultural Awards program will consist of competition among fairs in 6 categories. The participating fairs will be divided into five divisions according to attendance. Plaques will be awarded, one for each category in each division.

CATEGORIES

Agriculture

1. What was newly established or developed at your fair to promote agriculture.
2. Non-fair agricultural event or program.
3. Program designed to correct an issue or problem related to a competitive or non-competitive agriculture program.
4. Agricultural photo.

Competitive Events

6. New or unique class of competitive exhibits
7. Competitive exhibit display photo series

All of the above are to have taken place during the 2008 or 2009 fair, exposition, or exhibition.

BEST OF CATEGORIES AWARDS

The judges will select one entry per division as the winner of the Best of Categories Award.

JUDGES CHOICE AWARDS

Judges may select from the division winners a Judges Choice Award. The entry shows originality, creativity, innovation, and superiority to all other entries. The idea or concept should be one that may be replicated (in a larger or smaller format) by any fair or exposition.

PURPOSE

The purpose of the Agriculture competition is to improve the agricultural educational programs of Florida Fairs, to help fairs determine ways they might be of service to their exhibitors, the fairgoing public, and agriculture business. Since the IAFE has already implemented this program, the FFF Agricultural Committee felt our association could learn tremendously by submitting, a copy of what is sent to IAFE, to FFF for this program, as well as provide recognition to those fairs doing an

outstanding job. It was decided to add the Competitive Events category to encourage fair members to share methods, ideas, and new or unique classes which enhance or expand the competitive exhibits area.

PROCEDURES

Entry - Fairs must mail entry material and entry form by deadline date. **DEADLINE: March 1, 2010**

Judging - Entries will be judged by a panel, including representatives from Florida Fairs. Judging and notification of winners will take place prior to the annual convention. Winners will be presented awards during the annual FFF Convention. Entries will be judged according to the criteria outlined.

FAIR DIVISIONS

Please note IAFE Divisions are different than FFF

Divisions

1. Fairs with an attendance of up to 18,000
2. Fairs with an attendance of 18,001 to 36,000
3. Fairs with an attendance of 36,001 to 75,000
4. Fairs with an attendance of 75,001 to 300,000
5. Fairs with an attendance over 300,000

Agriculture

Category 1

What was newly established or developed at your fair to promote agriculture - Describe an innovative event, promotion, display, competition, etc., which was designed to increase the awareness and knowledge of agriculture. Please submit an essay, no more than three double-spaced 8 1/2" by 11" typewritten pages (including graphics, charts, headers, and other elements to enhance the text) describing the following aspects. If applicable, please include photos and/or promotional information.

Set up the notebook up with the following sections:

Essay
Why this event, promotion, program, display, etc - was developed and what were the goals.
How was this promoted to fairgoers and/or exhibitors?
Fairgoer reaction
Exhibitor reaction
Number of entries

Judging to be based on the following:

- 1 - Originality and goal - 25%
- 2 - The promotion - 25%
- 3 - The scope and acceptance - 25%
- 4 - Overall achievement will be left to the judges' discretion - 25%

Please submit your entry in one 3 ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged.

Category 2

Non-Fair agricultural event or program - This category is to illustrate educational programs, events, agricultural show, Ag Ventures, etc., that are produced or co-produced by the fair. Any event that culminates at the annual fair is not appropriate for this category. Provide date of program, event, or show. Please submit an essay explaining the event or program (including the date of the program), not to exceed three double-spaced 8 1/2" by 11" typewritten pages (including graphics, charts, headers, and other elements to enhance the text). If applicable, please include photos and/or other materials to explain the event or program.

Set up the notebook up with the following sections:

Essay
Theme or goal
Scope and acceptance
Coverage by Media
Participation or involvement of the Fair.

Judging to be based on the following:

- 1 - Theme, or actual goal, of the event or program - 20%
- 2 - Scope or acceptance of the event or program - 20%
- 3 - Coverage by Media of the event or program - 20%
- 5 - Participation or involvement of the fair - 20%
- 4 - Overall achievement will be left to the judges' discretion - 20%

Please submit your entry in one 3 ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged.

Category 3

Program designed to correct an issue or problem related to a competitive or non-competitive agriculture program. - Please submit an essay, not to exceed three double-spaced 8 1/2" by 11" typewritten pages in length (including graphics, charts, headers, and other elements to enhance the text), presenting the issue, steps in correcting it, and the process used in getting to the

solution (i.e. hand-washing stations, displaying an entry, exhibitor issues, etc). If applicable, please include photos and/or promotional information.

Set up the notebook up with the following sections:

Essay
Mission
Solution
Outcome

Judging to be based on the following:

1. Mission - - What is the problem or objective? What is the goal of the project/exhibit/activity/program/event the fair is trying to accomplish - 20%
2. Solution - What steps did the fair take to solve the problem to accomplish the goal? Who was involved? Budget? Working partnerships? - 30%
3. Outcome - what were the benefits? Include both tangible benefits, such as monetary, employment, and publicity, and intangible benefits, such as improved relations, new partnerships, and improved staff morale - 50%

Please submit your entry in one 3 ring hardback notebook or binder not to exceed 2". Entries submitted in more than one notebook or binder and/or exceeding 2" in size will not be judged.

Category 4

Agriculture photo- All photo(s) must be mounted on a single, black medium weight 14" by 22" poster board (captions optional). **Also, submit the photo(s) in digital format if available.** The intent of these rules does not require professional mounting. All photos must be a least 4" x 6" and no more than 8" by 10".

4(A) Fair Agriculture Photo - Submit one photo depicting an agriculture scene from the fair. (Examples: child with an animal, horticulture exhibit, operation of antique farm machinery, FFA or 4-H exhibitors, etc)

4(B) Agriculture Series - Submit a minimum of three (3) photos and a maximum of five (5) photos depicting a series of agriculture scenes at the fair on a single board. These photos should be a sequence of photos which tell a story.

Example:

- Photo 1 - fitting an animal to show.
- Photo 2 - showing an animal
- Photo 3 - exhibitor with animal and prize

Judging to be based on diversity, general appeal, originality, and creativity. Quality and composition of photo(s) may be considered.

Competitive Category 5

New or unique Class or Competitive Exhibits

Present a new or unique competitive exhibit class offered at your fair (one competition only).

Definitions

New - _A class of competitive exhibits that has not been presented at the fair before.

Unique - A class of competitive exhibits that is unusual or unique to the fair's area.

Class - _One contest with one set of placements by a single judging process.

Essay - No more than TWO DOUBLE-SPACED 8 1/2" x 11" typewritten pages should describe the following aspects:

- a. Why was this new or unique class developed and what were the goals?
- b. What class or division of competitive exhibits is displayed?
- c. How was this new or unique competition promoted to fairgoers?
- d. How was this new or unique competition promoted to exhibitors?
- e. Number of entries.
- f. Fairgoers' reaction.
- g. Exhibitors' reaction.

Photographs

- a. Photographs of the display from different viewpoints.
- b. Photographs/Printed materials that show promotion of display to exhibitors and fair guests.

Judging - Entries will be judged according to the following criteria:

- a. Theme of class or division and the goal. (20%)
- b. Actual number of entries. (20%)
- c. Promotion for the display. (20%)
- d. Scope and acceptance of the program by the public. (20%)
- e. Overall achievement - Left to judges' discretion. (20%)

100% possible

Please submit your entry in a 3-ring hardback notebook.

Category 6

Competitive Exhibit Display Photo Series

Show an informative, interesting, or unique display scene from your fair.

Submit a minimum of three and a maximum of 5 photos depicting a series of competitive exhibit scenes from your fair on a **single** board. These photos should be a sequence of photos that tell a story (i.e. a floral design competition with sequential photos depicting the starting materials, a floral designer working on the display, completed displays, and competition winner with judge).

Photos cannot be less than 4" by 6" or more than 8" by 10". Photos must be mounted on a single black medium weight 14" by 22" poster board (captions optional). Please label photos with fair name, state or province, and division. Also, submit the photos in digital format, if possible.

Judging to be based on diversity, general appeal, originality, and creativity. Quality and composition of the photos may be considered.