



NEWS RELEASE
FOR IMMEDIATE RELEASE

Lt. Governor Crouch and ISDA encourage students to participate in video contest

First place winners will receive a GoPro Hero+ video camera

INDIANAPOLIS (Feb. 13, 2017) – Calling all students grades 6–12! In celebration of National Ag Day this year, [Lt. Governor Suzanne Crouch](#), Indiana’s Secretary of Agriculture and Rural Development, is joining the [Indiana State Department of Agriculture](#) (ISDA) to encourage Hoosier students to participate in a [video contest](#), hosted by the [Indiana Family of Farmers](#) (IFoF). To enter, all students have to do is grab a video camera or smartphone, and in 30 seconds to one minute, answer the question, “What does the future of agriculture mean to me?”

Winners of the contest will receive great prizes, like a GoPro Hero+ video camera, and have the opportunity to be recognized at a special ceremony at the Indiana Statehouse on March 21, 2017, National Ag Day.

“The goal of this contest is to challenge students to think critically about the future of agriculture and what it means to them,” said Lt. Governor Crouch. “We hope every eligible student will participate and have fun learning about Indiana’s diverse agricultural industry in the process.”

The competition is divided into two categories: 6th–8th grades and 9th–12th grades. Videos must be submitted by Feb. 27, 2017 and will be judged on the following criteria:

- How well the video conveys the theme;
- The video’s ability to gain attention and make a lasting impression;
- Overall quality (creativity, uniqueness, accuracy, persuasiveness, clarity, and visual and audio production); and,
- Popular vote.

To enter and for additional contest details, visit www.indianafamilyoffarmers.com/videocontest.html. Once a video has been submitted and meets all of the guidelines, it will be posted on the IFoF video contest [page](#), where members of the public will be able to vote for their favorite video (one vote per person, per day).

For each category, there will be a first, second and third place winner. First place winners will receive a GoPro Hero+ video camera. Second place winners will receive \$150, while third place winners will receive \$50. All winners will be invited to attend a special recognition ceremony at the Indiana Statehouse on March 21, 2017 in celebration of National Ag Day.

“This contest is a great way for students to think creatively about agriculture, one of the state’s most important industries,” said Lauren Taylor, IFoF National Ag Day committee chairperson. “We’re excited to see how students imagine the future and how it will affect their lives.”

Visit www.indianafamilyoffarmers.com/videocontest.html for more information about the IFoF video contest.

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Note to the press: For your use, below is a flyer to go along with the Indiana Family of Farmers video contest.

WIN A GO-PRO HERO +



What does the future of agriculture mean to you? VIDEO CONTEST

MAKE A VIDEO

CREATE A 30 SECOND- 1 MINUTE VIDEO TELLING US WHAT AGRICULTURE MEANS TO YOU.

WHO CAN ENTER

INDIANA STUDENTS IN GRADES 6- 12TH. THERE ARE TWO CATEGORIES: GRADES 6-8 AND 9-12.

1st PLACE WINS A GO-PRO HERO+

2ND PLACE \$150 3RD PLACE \$50 PLUS--
ALL WINNERS WILL BE INVITED TO ATTEND
AG DAY CEREMONY AT THE INDIANA STATE HOUSE.

DEADLINE

FEBRUARY 27, 2017

www.indianafamilyoffarmers.com/videocontest.html

SEE WEBSITE FOR VIDEO CONTEST RULES

ABOUT ISDA

The [Indiana State Department of Agriculture \(ISDA\)](#) was established as a separate state agency by the Legislature in 2005. The Director is appointed by the Governor and is a member of the Governor's Cabinet. Administratively, ISDA reports to [Lt. Governor Suzanne Crouch](#), who also serves as Indiana's Secretary of Agriculture and Rural Development. Major responsibilities include advocacy for Indiana agriculture at the local, state and federal level, managing soil conservation programs, promoting economic development and agricultural innovation, serving as a regulatory ombudsman for agricultural businesses, and licensing grain firms throughout the state.

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INDIANA
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