



SPONSOR REPORT

College Aggies Online
Agriculture Engagement and
Scholarship Program



2018 COLLEGE AGGIES ONLINE PROGRAM

The 10th annual College Aggies Online (CAO) program had 430 individuals and 25 collegiate clubs participating. These students represented 40 states and 77 universities. Over the course of the competition, students generated 1,863 social media posts reaching an estimated 2 million people. The clubs hosted 60 campus and community activities reaching more than 13,500 people. In the pre-survey students rated their confidence in communicating about agriculture using social media as 6.7 on a 10 point scale. After the program, students rated their confidence as 8.4.

QUOTES FROM PARTICIPANTS

- “I loved this experience! CAO has given students the opportunity to connect with knowledgeable leaders in the industry. It has taught the most important aspects of advocating and definitely pushed us out of our comfort zones. CAO has been beneficial in so many ways for me!”
- “The most valuable piece of advice I gained was how to reach outside my circle and connect with others and how to handle the not so nice individuals.”
- “Because of this program, I've pushed outside my comfort zone to become a better communicator and advocate for agriculture and I can't wait to continue advocating for ag!”
- “I found that prior to #CAO18 I fell into the habit of only speaking to my friends and family on social media - now I know how to overcome this!”
- “It was a great experience! I learned so much, met some amazing people and came away feeling so incredibly accomplished. Looking forward to next year!”

ABOUT COLLEGE AGGIES ONLINE

College Aggies Online, held for nine weeks in the fall, is an initiative of the Animal Agriculture Alliance to develop life-long advocates for agriculture. Participants receive training and advice from industry experts. The Alliance provides the students with talking points, tips on engaging with consumers, sample content and links to resources and tools.

Each week, individual participants receive a challenge, such as writing a blog post, creating an infographic, interviewing consumers and creating a video. Students engage on social media by posting about current and emerging issues facing farmers and ranchers and telling personal stories. Participating clubs are given a variety of challenges they can carry out on their campus or in their community, such as visiting local elementary schools, hosting a campus event promoting agriculture, taking peers on a farm tour and hosting a food drive.

Participants earn points throughout the competition based on the quality and quantity of their work. The top three scoring graduate students, undergraduate students and clubs receive a scholarship along with weekly and club challenge prizes awarded throughout the competition.

TOP GRADUATE STUDENTS:



1st PLACE

Valerie Novak, master's student in animal and food science, Oklahoma State University

Growing up in rural, central Indiana I learned the importance of agriculture at an early age. This appreciation led to me to go on to receive a Bachelor of Science in Animal Science from Purdue University. After Purdue I worked for Cargill Animal Nutrition in a sales role for two years until I was offered my current opportunity. I am currently pursuing a Master of Science in Animal and Food Science at Oklahoma State University. I am focusing my experiences on both higher education in animal sciences and in college student affairs and career advising. After completing my studies at OSU, I aspire to pursue a career that would offer me the opportunity to work with future 'college aggies' to mentor and prepare them for their next endeavors of life through college student career services or a field of related nature.



2nd PLACE

Alex Lowery, master's student in agricultural and extension education, Mississippi State University

My connection to agriculture began at a young age when my grandfather introduced me to the equine industry. My interest grew when I joined and became extremely involved in 4-H and FFA. I participated in horse shows, livestock shows, judging competitions and leadership events throughout high school, which allowed me to gain more knowledge about the industry and ultimately make the decision to pursue an agricultural communications and journalism degree from Texas A&M University. I am currently working on a M.S. in Agricultural & Extension Education. My future career goals involve working in the communications and public relations department of an agricultural company.



3rd PLACE

Kayla Alward, master's student in animal science, University of Georgia

Growing up loving all animals, I planned to go to vet school from a young age. However, when I arrived at the University of Georgia as a freshman and stepped foot on the UGA Dairy, I quickly changed my path. I became involved in everything dairy related: Dairy Science Club, Dairy Challenge, ADSA as well as working on the farm. I found a passion for reproduction and learned more by interning with Alta Genetics and Mason Dixon Dairy Farm in Pennsylvania. After graduating with a B.S. in Animal and Dairy Science in 2017, I stayed at UGA to complete an M.S. in Animal Science, focusing on reproductive physiology in dairy cows. After graduating in 2019, I will pursue a PhD. I plan to become a dairy science professor and have a role in educating the next generation of dairy scientists while helping our current producers be profitable and sustainable.

TOP UNDERGRADUATE STUDENTS:



1st PLACE

Blythe Dunlap, agriculture science major, Northwest Missouri State University

I am a Junior agriculture science major at Northwest Missouri State University. Growing up in a rural community, agriculture has always been a part of my life. I truly found my connection with agriculture when I began participating in my local FFA chapter. Immediately I knew that the agriculture industry was exactly where I was supposed to be. Upon graduation I hope to find a career that allows me to continue learning and discovering new facets of agriculture. Although animal agriculture holds a very special place in my heart, my true passion shows through when working with the horticulture and agronomy disciplines. My goal is to find a career working out in the field, or in a hands-on environment that will allow me to participate in the development of new agricultural technologies and advancements.



2nd PLACE

Ashlynn Lingle, agriculture science major, Northwest Missouri State University

I grew up on a family-owned purebred cattle operation that focuses on producing quality seed stock and market animals that are competitive within the stock show industry. Our family operation is located in the heart of west central Iowa and consists of my parents and my two younger sisters. Throughout the year, I exhibit at various local, state and national cattle shows and sales alongside my sisters. After graduation, I plan to find a career that allows me to advocate for agriculture by coordinating educational events that reach the public. I also plan to continue developing and marketing my herd of purebred Salers cattle across the country.



3rd PLACE

Jenna Meservey, agricultural business major, Northwest Missouri State University

My connection to agriculture runs deep because my brother and I are fourth generation farmers. I have lived on a farm and been around cattle and farming since I was born. It is my way of life and I would not change it because of what I have learned since I was little. To me, agriculture is more than just farming; it is also about the friendships people make along the way who have the same passion for agriculture as you do. My life has always involved agriculture and I hope that never changes because agriculture is a very important aspect in this world. I am excited to see what my future holds for me while being involved in the agriculture industry.

TOP CLUBS:



1st PLACE

Agriculture Club, Western Illinois University

The Western Illinois University Ag Club is comprised of students from the Communicating Agriculture Issues course. This course is focused on promoting agriculture, but is also a writing intensive course where a great deal of time is spent improving written communication. Students in this class come from varied agriculture backgrounds, but by participating in different challenges, they were able to increase their knowledge in areas they knew little about. They may not be experts in each area, but now have a base level of knowledge to discuss with consumers.



2nd PLACE

Advocacy Class, Northwest Missouri State University

The Advocacy Class consists of 25 students studying agricultural education, agricultural business and agricultural science. The course is designed to prepare students to be advocates for the agriculture industry. Students gain the ability to recognize and understand various public perspectives regarding the agriculture industry. Students learn to develop and disseminate material to inform the public concerning the nature of plant and animal production.



3rd PLACE

Les Voyageurs, Louisiana State University

The Les Voyageurs organization consists of a select group of individuals that serve as the official student ambassadors of the LSU College of Agriculture. Each member is an agricultural student. The club engages in recruitment events with prospective students, retention events with current students and networking with alumni.

SOCIAL MEDIA POSTS



Valerie Novak @ValerieNovak5 · Oct 31

Your Thanksgiving turkey wants to tell you something!

If you buy a Honeysuckle White brand turkey this holiday season look for the code you can plug in at honeysucklewhite.com to trace your turkey to the exact family farm it was raised on #cao18 #turkey #Thanksgiving



ashlynnnk
Ankeny, Iowa

ashlynnnk Eggs are an "egg"-cellent way to start the day! 😊 •• 1 large egg 🥚 can provide you with 13 essential vitamins & minerals, along with a powerful pack of protein! 🙌🙌 #CAO18 #eggs

kellgrimm_ Ash must love her eggs 😊 ❤️



69 likes





Nick Uzee is with Stacey Roussel.

Yesterday at 7:46 PM · 🌐

Hey y'all so this is my fourth post this week for College Aggies about the sheep and goat industry of the US! Today is all about sheep and goat FARMER so get ready to GOAT learn something! Stacey Roussel, a Texas goat dairywoman, shared an important thing about her industry "The dairy goat industry is full of hard working people and amazing animals. Much of the milk produced on licensed goat dairies in Texas goes into farmstead products. These products including milk and the final value added items are produced on the same farm!" Please go follow her farm's FB page All We Need Farms and see all the wonderful things Stacey, her family and her volunteers do around the greater Houston area! As this is a competition among college students for a scholarship please like and share this post to spread the n-EWES about this awesome industry! #CAO18



helenamarie23



You, Lisa Marchand, Staci Breske and 59 others · 7 Comments · 56 Shares

Like · Comment · Share

View 3 more comments



Jay Roussel · 5 mutual friends
Paige Marie Roussel

Like · Reply · 1d



Leigh Erin Melson · Friends with Stacey Roussel
We love these goat pops!

Like · Reply · 1d



Brad Frazier · Commenting for extra points

Like · Reply · 1d



Trey Hebert · Great job, Nick! Keep up the good work!

Like · Reply · 17h



Liked by seekingtherose, hardto_hargrave98 and 14 others

helenamarie23 Yesterday I woke up to a crazy amount of frost on my car windows. All I could think was, "seriously? Halloween hasn't even gotten here. I shouldn't be scraping my windows just yet!" 😬 so before I even thought about going to class, I made sure I warmed my car up. No one wants to drive around in a freezing car! (Even though I'm pretty guilty of oversleeping and doing this...oops 😬) ... just like we should warm our cars up during the colder months, chicken farmers will warm up their chicken houses before the arrival of baby chicks! Baby chicks don't have all of their feathers just yet, so keeping them warm is major when raising them! • #CAO18 #NwAgAdvocacy #HeresToTheFarmer #AgDaily

jaylenenichol16 That's so cool, I didn't know they started warming the houses up a day before 🙌



mrs.novokaine_ • Follow
Stillwater, Oklahoma

mrs.novokaine_ Have you heard of the #10gallonchallenge ?? It is a social media challenge that helps your community AND dairy farmers at the same time!

What do you do? ➡ buy 10 gallons of milk and donate it to your local food bank

There is a surplus of milk on store shelves right now, which is driving milk prices down. Low milk prices are sending some farmers out of business.

Milk is the most requested item from food banks, but the least donated item. Get your guns out to lend a helping hand to both your community and America's dairy farmers!

#cao18 #undeniablydairy #gotmilk #cows #america #farmers #family @northputnamffa

mrs.novokaine_ @collegeaggies
236 views

Sheradan Ann 🎃
@cattleandcoffee

On my 8 hour bus ride yesterday, I saw plenty of British and Welsh countryside which included pastures of grazing cattle.



Did you know ruminants like #beef cattle can digest materials monogastric animals (like humans) can't? That's seriously sustainable! #CAO18



12:29 PM - 22 Sep 2018

1 Retweet



Carrie Baker @CarrieBakr · Oct 10

Would a doctor deny medicine to a sick child? Of course not! Livestock deserve the same humane treatment! Producers administer #antibiotics to help fight illness and infection, keeping animals happy and healthy! #CAO18 #mythbuster



JLazyS Chyenne @JLazySAngus

We use #antibiotics to treat pinkeye. Without treatment the cow or calf's eye will painfully fester, expand, and eventually rupture with best case end scenario being blindness and worse case being...

Show this thread

3 6



Carrie Baker is with Nici Baker.

October 3 at 10:11 AM · 🧑🏻‍🦱

According to the National Pork Board 98% of U.S. pig farms are family owned. We may be beef people, but as the daughter of a fourth-generation farmer, I can tell you that means—no matter the industry—behind the meat label at the grocery store is a family's story.

The story speaks about the trials of running a business and the stress of the agriculture industry, but it also is a testimony of their commitment to producing safe and affordable food for your family and theirs. Missing my tribe today ❤️

🐷👉👈🐮🐷🐷🐷🐷🐷🐷🐷 #porkcares #CAO18



👍❤️ Brittney Hagley, Deb Ann and 84 others

👍 Like

💬 Comment



Kathy Christy-Ham · 2 mutual friends

Not just farmers...GOOD PEOPLE. ❤️👍👍 2

Love · Reply · 3d



Valerie Novak is with Shayla Crecelius and Evan Crecelius.

Wednesday at 10:15 AM · 🧑🏻‍🦱

"I think I'm 'gonna need a bigger tractor."



Cattle convert hay to beef - how cool is that?! They take something we cannot eat and turn it into something we can!



The average round bale can be converted to 62 pounds of beef by a cow!

#cao18 #cute #beef #johndeere

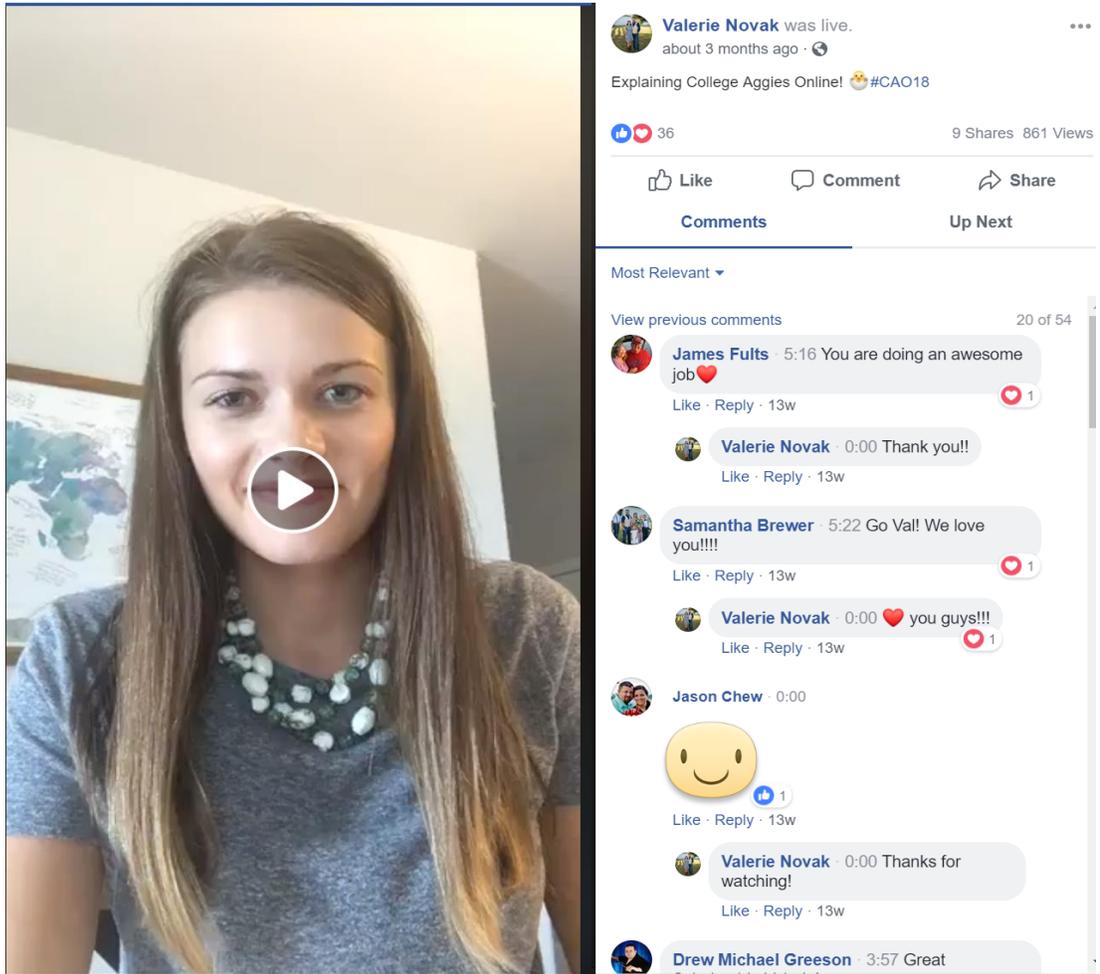


👍❤️ Kiana Simpson and 44 others

15 Commen

INDIVIDUAL CHALLENGES

[Valerie's video](#)



Valerie Novak was live.
about 3 months ago · 🌐

Explaining College Aggies Online! 🐔 #CAO18

👍❤️ 36 9 Shares 861 Views

👍 Like 🗨 Comment ➦ Share

Comments Up Next

Most Relevant ▾

View previous comments 20 of 54

James Fults · 5:16 You are doing an awesome job ❤️
Like · Reply · 13w 1

Valerie Novak · 0:00 Thank you!!
Like · Reply · 13w

Samantha Brewer · 5:22 Go Val! We love you!!!!
Like · Reply · 13w 1

Valerie Novak · 0:00 ❤️ you guys!!!
Like · Reply · 13w 1

Jason Chew · 0:00
😊👍 1
Like · Reply · 13w

Valerie Novak · 0:00 Thanks for watching!
Like · Reply · 13w

Drew Michael Greeson · 3:57 Great

[Kaylah's blog post](#)



AGVOCATES FOR AGRICULTURE

Advocating for agriculture in Washington County, NY.

HOME / ABOUT

[Hailee's video](#)



kat941

American Dairy Association of the Midwest

17 Comments 13 Shares

Comment

Share



er Hailee what an excellent video. Great job. ❤️

5w

Summ Great video!

5w

denour Beemer Great job Hailee! Samantha Peter will
sw Randy he will like his pictures with Keegen

5w



5w

Marshall Very nice.

5w



Liked by kyfields3, connormickelson and 67 others

kat941 Betsy is rocking MooGram. #Selfie #Blessed #InstagramBeauty

Dairy cows are treated better than most humans! Farmers give their livestock the best care they can by providing a clean, spacious place to live, medical attention when needed, and fresh, nutritious food and water everyday.

If you have any questions about dairy cow care visit midwestdairy.com or ask me!

#CAO18 #NoFilter #UndeniablyDairy #MooMeme

bellindy What a cutie 😍



Dairy Farmers Commit to Sustainability

Carbon Footprint



The dairy industry's carbon footprint has decreased by 63% since 1944.

Ramping up Production

In 1944, it took 26 million cows to produce 14 billion gallons of milk. Today, it takes **9 million cows** to produce **24.6 billion gallons** of milk.



Compared to 1944, producers use considerably fewer resources to produce the same amount of milk



79%

fewer animals



77%

fewer feedstuffs



65%

less water



90%

less land

Reusing & Recycling



Some farmers utilize a "methane digester" which captures methane produced from manure in lagoons and uses it as fuel to generate electricity and heat, preventing it from entering the atmosphere while also harnessing it.



Farmers also recycle water - using it several times on the farm for every purpose possible.

Feeding a Growing Population

By 2050, the population will have reached 9 billion. In order to provide enough food & a healthy planet for this population, farmers are working to be more sustainable and efficient.

Source : <https://www.dairyfarm365.com/story/us-dairy-farmers-care-video-live-it-watch-it>
<https://academic.oup.com/jas/article/87/5/2160/4731307>



Kayla Alward

7 hrs · 🌐

Most people don't realize just how much dairy farmers care about their future, the future of their farm and their cows, and the future of our planet. That's why so many make efforts everyday to be more sustainable. Thank you farmers. #undeniablydairy #CAO18



Tag Photo



Add Location



Edit



Kailey Villa, Robert Jackson and 28 others

7 Shares



Alex Lowery @alexjlowery · 13m

Over the last few months, my husband + I have been watching our diet. We have added a lot of meat 🍖, milk 🥛, eggs 🥚 + cheese 🧀. With these changes, we have noticed a big improvement in our mood, mentally + physically. Find out more 👉 animalagalliance.org/member/redirec... #MeatMatters #CAO18



[Valerie's blog](#)

Lessons Learned From a Stranger

On this crisp, fall morning I'm reflecting on the week that is wrapping up for me. Mid-term exams have just wrapped up in Stillwater and the light at the end of the semester-long tunnel is making itself known. Before we know it Chris and I will be making our holiday plans and I'll, once again, be trying my hand at another failed attempt at holiday baking (That's another story for another day).

Also, this week, the scholarship competition that motivated me to start this blog in the first place challenged me to share my experiences around a task we were given to complete this week: connecting with consumers to better understand their perceptions of agriculture. In this post I'll share how I went about connecting with consumers, what I learned and what surprised me, as well as share some tips on how I think we, the ag industry, can do a better job of communicating with the public.



Savanna Williams

October 1 · 🌐

Everybody loves a good football game, right!? But do you know the components of AGRICULTURE that contribute to a football game?

Without agriculture there would be:

- NO Footballs: Footballs are covered in cowhide, not pigskin. One cowhide makes 10 footballs
- NO Turfgrass: Many stadiums use natural grass grown on turf farms
- NO Tickets: Tickets are printed on paper from trees and often use soy ink from soybeans. Some paper is made from cornstarch
- NO Hotdogs: Pork, beef, and the bun are not possible without agriculture
- NO Popcorn: Popcorn is one of several types of corn grown by farmers
- NO Peanuts: Peanuts are grown by farmers
- NO Beer: Crops like barley, wheat, rye, and hops create beer

If the agriculture industry has such a large impact on something such as a football game, can you imagine all the other impacts it makes around the world?

#CAO18 #NWAAdvocacy — at Bearcat Stadium.

👍❤️👎 87

9 Comments 11 Shares



The New York Times

August 16 · 🌐

A report found traces of glyphosate in Cheerios, Quaker Oats and other breakfast foods that it says could increase cancer risk for children.



NYTIMES.COM

Report Finds Traces of a Controversial Herbicide in Cheerios and Quaker Oats

👍❤️👎 2.5K

331 Comments 2,176 Shares

👍 Like

💬 Comment

➦ Share

👍❤️👎 2.5K

331 Comments 2,176 Shares

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Write a comment...



Most Relevant ▾



Alex Lowery As someone who has a degree in agriculture, is working on a second one in agriculture and who works in the agriculture industry, I can confidently tell you that glyphosate does not cause cancer. Research shows no evidence linking glyphosate with non-Hodgkin's lymphoma or any other cancers. Here are a few facts about glyphosate:

1. Glyphosate is one of the safest, least toxic herbicides farmers have available to use. The introduction of glyphosate phased out the use of chemicals with higher toxicity.
2. Glyphosate is a safe herbicide that is a valuable tool for farmers to use when used responsibly.
3. Glyphosate residues found in food are incredibly small. You would have to eat over a hundred servings a day of any food for it to come close to levels that could harm you.
4. Caffeine is more toxic than glyphosate. Table salt is of a similar toxicity as well. For more information on glyphosate, visit https://www3.epa.gov/.../rereg.../fs_PC-417300_1-Sep-93.pdf.

CLUB CHALLENGES

Aggies at the Capitol - Louisiana State University Les Voyageurs



Dr. Mike Strain, Louisiana Commissioner of Agriculture, attended a Les Voyageurs meeting to speak to members about Louisiana agriculture. He discussed policies, trade agreements and production practices changing to meet the needs of a growing population. In addition to having the opportunity to meet the commissioner, members were able to become more familiar with state government.

In another Aggies at the Capitol event, members sat in on a meeting between USDA Secretary of Agriculture Sonny Perdue and United States Senator Bill Cassidy and the LSU AgCenter. Before the meeting, students were able to ask Dr. Perdue a few questions about issues facing U.S. agriculture. The LSU AgCenter delivered a presentation about invasive species in Louisiana and the research and actions taking place in order to fight them. After the presentation, the club accompanied them on a tour of the LSU Sugar Research Station to learn about sugarcane breeding and research conducted in Louisiana.

Campus Dining Collaboration – Louisiana State University Les Voyageurs



Les Voyageurs collaborated with the LSU Dairy Store to produce holiday gift boxes, which included cheese, sausage, rice and sweet potatoes grown and harvested at LSU AgCenter facilities. The club learned about the process of shipping milk from the university's dairy farm to campus where it is made into a variety of ice cream flavors and cheese. Students helped the dairy store staff make jalapeno cheddar cheese for the gift boxes. The club also worked with the LSU Meats Lab to produce smoked sausage. They learned about how livestock raised at the LSU AgCenter is harvested on campus as part of animal science classes. Overall, students learned about product development, food safety and packaging.

Campus Event - Northwest Missouri State University Ag Advocacy Class



The Northwest Missouri State University Ag Advocacy Class held a “Beef Eat’ N Education” event on campus in collaboration with the Missouri Cattlemen’s Association and the Nodaway County Cattlemen’s Association. The goal was to raise awareness of the beef industry by having conversations with students and faculty and distributing information about beef production. They handed out 250 hamburger sliders during the two-day event. They asked those stopping by what comes to mind when they think of beef production. Many said cows, delicious food and family farms. The club set up the event near the Student Union during the lunch hour in order to reach students who are not studying agriculture.

Community Event - Western Illinois University Agriculture Club



The Western Illinois University Ag Club partnered with the WIU Office of Student Activities and WIU Athletics to host a BBQ competition. The Hancock County Beef Association and Smithfield Foods donated meat. The McDonough County Farm Bureau and Cooperative Extension/4-H hosted activities that were entertaining and educational. The club handed out pamphlets on beef and pork production and had conversations about agriculture with the competitors and attendees. The club sold 1,500 tasting tickets, 700 t-shirts and had an estimated 800 attendees.

Connecting with Kids - Louisiana State University Les Voyageurs



Members of Les Voyageurs travel the state of Louisiana visiting high schools to talk with students about the careers that are available in agriculture. At each visit, members presented to numerous grade school students, completed informative demonstrations, answered questions and distributed educational materials regarding the agriculture industry and LSU academics. The club's goal was to meet with grade school students from at least 10 schools and 500 students in order to broaden their horizons in relation to the agriculture industry, career options, college preparation and the importance of agriculture in feeding and clothing the world. They surpassed the goal by visiting 20 schools and reaching 1,600 students!

Food Drive - University of Georgia Dairy Science Club



On behalf of the University of Georgia Dairy Science Club, the Ritz-Carlton Lake Oconee donated 150 gallons of milk and baked 750 cookies for the Second Harvest Food Drive in Greensboro, GA. The local Kroger donated the use of a refrigerated truck to deliver the milk to the food drive and keep it cold while distributing. The club members spent four hours helping pack food boxes, then handing out milk and cookies to community members. Additionally, the club held a food drive in conjunction with their Dairy Fun Night on campus. Twelve of the teams participating in the event donated cans of food as well as several attendees. In total, the club was responsible for donating 1,348 pounds of food.

Newbies on the Farm - Western Illinois University Agriculture Club



The WIU Ag Club hosted farm tours of the campus' beef operation and organic farm. In total, they had 52 attendees and nearly 90% were not affiliated with agriculture. The beef tour was hosted by Dr. Keela Trennepohl, a cattle nutritionist and herd manager. She covered the WIU Performance Bull Test, cattle rations, marketing and sales. Dr. Joel Gruver showed students around the WIU Allison Organic Farm, which is used for organic research and production.

Movie or Guest Speaker - University of Maryland Eastern Shore MANRRS



The University of Maryland Eastern Shore Minorities in Agriculture, Natural Resources and Related Sciences hosted a luncheon with Aaron Wetzel as their guest speaker. Aaron, vice president of global crop care platform with John Deere, spoke about agriculture and career opportunities. The event was attended by 250 high school and college students.

Scary Food Myths - Northwest Missouri State University Ag Advocacy Class



The NMSU Ag Advocacy Class walked around campus distributing 600 pieces of candy with facts about eggs and pork on them. Some of the information shared included egg color is determined by the breed of chicken; compared to 1960, egg farms have reduced greenhouse gas emissions by 71 percent, are using 32 percent less water, and are producing 27 percent more eggs; and it is best to cook pork to 145 degrees then let it rest for three minutes. Students were excited to receive the candy and often shared their facts with other students.

Undeniably Dairy - University of Florida Gator Collegiate Cattlewomen



Gator Collegiate Cattlewomen went to the busiest section of campus at the University of Florida to table for Florida Dairy Farmers on National Chocolate Milk Day for three hours. The students handed out 500 cups of chocolate milk, books about dairy cattle and koozies. They had a display with information about dairy farming and the Florida dairy industry. Many students they talked to did not realize the University of Florida has a dairy farm. Several people expressed interest in touring the farm.