



IMPACT REPORT

College Aggies Online Agriculture Engagement and Scholarship Program



2019 COLLEGE AGGIES ONLINE PROGRAM

The 11th annual College Aggies Online (CAO) program had 300 individuals and 20 collegiate clubs participating. These students represented 35 states and 95 universities. Over the course of the competition, students' posts about agriculture generated more than 7.2 million impressions on social media. The clubs hosted 34 campus and community activities reaching about 5,000 people. In the pre-survey students rated their confidence in communicating about agriculture as 6.9 on a 10-point scale. After the program, students rated their confidence as 8.4.

QUOTES FROM PARTICIPANTS

- Thank you for creating a great program for my peers and me to be involved in! I enjoyed learning how to communicate for sectors of agriculture I have not been personally involved in!
- I wish I would have known about this sooner in my college career. Thank you for everything!
- I'm excited to share I was named the Social Media Rock Star for #CAO19. Thank you @AggiesOnline for providing 300+ students an amazing opportunity to connect, learn, & communicate!
- I've enjoyed sharing this piece of my heart in new ways & with new people
- One thing that really stuck out to me was advice on making sure you can always bridge gaps with your audience. Making an emotional connection to people will likely cause them to want to interact with your forms of communication!
- Whatever your #ag story is, be proud of it and share it with others! Sharing our knowledge and passions relating to agriculture is what will help propel agriculture forward!
- My #CAO19 experience was amazing! I really appreciate my journey through the competition, learning more about agriculture and trying out new #socialmedia and #communications tactics each week!
- It's been so fun! I love learning more about all facets of ag and sharing that information with my followers!
- Never be afraid to step out of your comfort zone and try something new!
- It was awesome! I learned so much from this experience. From pictures to social media content, I sharpened up on my communication skills.
- It was one of the best experiences I've had! It was so cool to get advice from all the mentors!

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 throughout the program from industry experts through webinars, a discussion forum and feedback on submitted work. 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.

Students earn points based on the quality and quantity of their work. The top six individuals and top three clubs received a scholarship along with weekly and club challenge prizes awarded throughout the competition.

TOP INDIVIDUALS:

1st PLACE

Cassie Perrin, Western Illinois University

Cassie Perrin grew up in Coopersville, Michigan. She is a senior studying agricultural education at Western Illinois University. Cassie has a strong passion for education and agriculture and hopes to teach in an urban or rural high school, specifically working with English Language Learners in finding their love for agriculture.



Sarah McNaughton, North Dakota State University

Sarah McNaughton is a second-year graduate student working toward a Master of Science in extension education, with a focus in youth development from North Dakota State University. She received her Bachelor of Science in 2018 in agriculture communications with minors in animal science and extension education also from NDSU. Sarah is heavily involved in the North Dakota agriculture industry, working with multiple commodity groups, agriculture advocacy organizations, and as an executive board member of North Dakota AgriWomen. She hopes to continue working with NDSU Extension and the North Dakota 4-H program, and has plans to pursue a doctoral degree to become a professor in the agriculture or education field.

2nd PLACE

Ciera Ballmer, University of Wisconsin – Madison

Ciera Ballmer is a senior at the University of Wisconsin – Madison double-majoring in dairy science and life sciences communications. After graduating this December (2019), she plans on pursuing a career related to agricultural marketing or communications.



Kathryn Bosley, State University of New York College of Agriculture and Technology at Cobleskill

Kathryn Bosley is a student at SUNY Cobleskill with a double major in animal science and dairy production and management. Kathryn aspires to attend graduate school to earn a master's degree and perhaps PhD in dairy science with a focus on genetics or reproduction.

3rd PLACE

Katie Costanza, Louisiana State University

Katie Costanza is currently a senior at Louisiana State University double majoring in animal sciences and natural resource ecology & management. After graduation, Katie plans to work as a wildlife research technician and eventually pursue graduate school in the field of wildlife ecology research.



William Grant, Northwest Missouri State University

William Grant is a senior at Northwest Missouri State University and majoring in agriculture business. William is graduating in December of 2019 and will be completing a graduate program starting in spring of 2020. His future career goals include working for a bank or financial institution such as FCS Financial.

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 and improving written communication. Students in this class come from varied agriculture backgrounds, learn more about areas of agriculture they aren't familiar with and practice communicating about agriculture with peers and community members.



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

Agronomy Club, West Texas A&M

The Agronomy Club at West Texas A&M University consists of 22 students interested in agronomy, crops, soils, plant science or environmental science. It is the university's chapter of Students of Agronomy, Soils, and Environmental Sciences (SASES), an undergraduate student program of the Soil Science Society of America (SSSA) with the American Society of Agronomy (ASA) and Crop Science Society of America (CSSA).

SOCIAL MEDIA POSTS

Students were given a weekly theme to post about on Facebook, Instagram and Twitter. Here are samples of one of the top five posts from each week:

Pigs



Crops



Liked by kanejlab98 and 21 others

helenamarie23 This weeks topic for College Aggies Online is crops! One crop we don't always think much about here in North Missouri is cotton. Here is a photo of the floral biology of cotton as it grows. In 2018, southeast Missouri counties produced lint and seed valued at \$324 million!

One bale of cotton weighing approximately 500lbs will make:

- 3,085 Diapers 🍼
- 1,256 Pillowcases 🛏️
- 1,217 T-Shirts 👕👚
- 765 Men's Dress Shirts 🧔
- 249 Bed Sheets 🛏️
- 215 Pair of Jeans 👖



Turkey



Turkey is a high-protein, lean meat that includes many essential vitamins and minerals! 🍗 You might only think of turkey for the holidays or sandwiches, but the [@natlturkeyfed](#) offers some other creative recipe ideas on their website! 🦃 #CAO19



12:35 PM · Oct 19, 2019 · Twitter for iPhone

3 Retweets · 3 Likes

Thursday at 9:13 PM · 🌐



#CAO19 #Eggcellent #AlmostNationalFarmersDay
#AlmostWorldEggDay #FarmFresh



  34

2 Comments 21 Shares

 Like



Emily Boyer @emily_renee_818 · 12h



Animal diets don't consist primarily of grains. In fact, most of the ingredients we as humans can't or won't use
#cao19 #feed #FAO #forages #animals



Frank Mitloehner @GHGG... · 14h

Staggering graph showing FAO stats countering everything we read or hear these days on feed/food competition.

[Show this thread](#)

↓ ↑



6



paige_marie97

Western Illinois University



paige_marie97 🥛 MILK CHUG
CHALLENGE ft. Alexis Meadows

🥛 After seeing Dr. Hake - Calf Vet post about the #MilkChugChallenge and what its all about, I decided I HAD to do it!

With September being Hunger Action month, the Milk Chug Challenge is a way to raise money to give milk to families in need! With the help of New Mexico Milkmaid, Cargil, Merck, Zoetis and Dr. RBZ, \$5 will be donated to giveagallon.com for EVERY CHUG!!

🥤 This is the last week for the challenge! I nominate EVERYONE who watches this video. Especially



Liked by dchumphrey22 and 118 others

1 DAY AGO

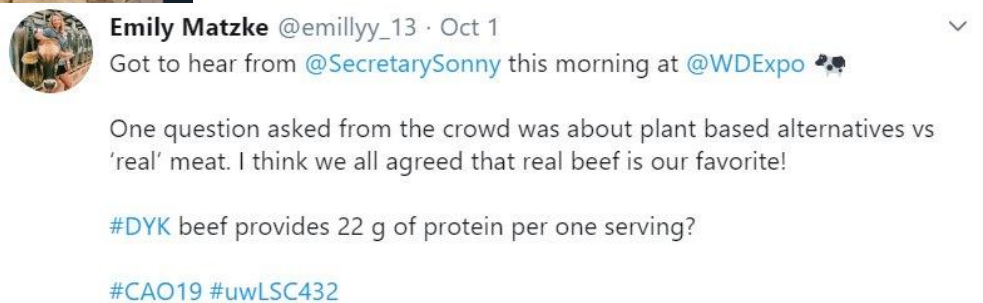
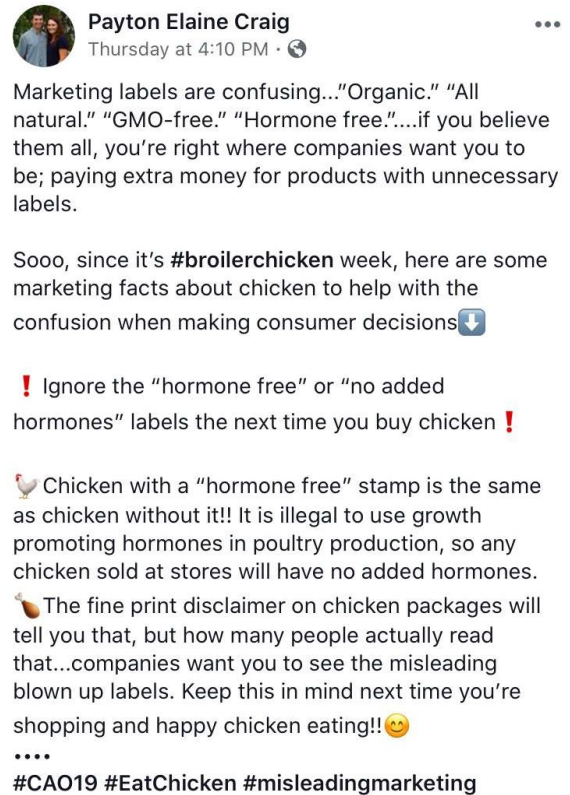
Add a comment...



Sheep



Broiler Chickens



Beef

INDIVIDUAL CHALLENGES



Cassie Perrin

September 17 at 2:28 PM · 🌐

For the next 9 weeks I will be participating in the College Aggies Online Competition. This competition is an initiative of the Animal Agriculture Alliance that connects college students from across the country who are interested in promoting agriculture. Their goal is to develop life-long advocates for agriculture!

Why did I choose to join? I want to create a better world for my students. As I prepare them to be future advocates, I want that foundation to be set and for them... [See More](#)

Introduce CAO to your followers



👍❤️😮 Jocelyn Perrin, Natalie Perrin and 56 others



ciera3097
Janesville, Wisconsin



ciera3097 Agriculture: together we Can! 🙌🐾
Whether it's lifting straw bales, harvesting crops or caring for animals, agriculture unites people of all ages as they create a safe and sustainable food supply!
This #ThrowbackThursday brought to you by my family baling straw last summer!

#CAO19 #TBT #Throwback #Harvest #Ag #Farm #RuralViews

20h



summerhenschel That first picture is adorable! 🥰

16h 1 like Reply
View replies (1)



Liked by erimarie27 and 106 others

20 HOURS AGO

Add a comment...

Post

Photo

Video



Ciera Ballmer

Like Comment Share

33 3 Comments 4 Shares

543 Views · about a month ago

#Harvest is the best season! To celebrate the harvest, and the final week of the College Aggies Online competition, here's a short video I put together of my family's corn harvest.

What's your favorite part of the harvest season?

Chat (41)

Sustainable Nutrition & Humor Post



Mackenzie Wille

September 25 · 🌐

Did you know 133 billion pounds of food waste is thrown away annually! If you didn't know, don't panic because Dairy Farmers are here to save the day!

Dairy Farmers are helping cut down this crazy number by being innovative Upcyclers! Meaning that they upcycle parts of plants like almond hulls and citrus pulp from other local farmers to feed to their cows.

So even though farmers aren't teaching their cows to ride bikes, they are reducing our carbon footprint and supplying us with amazing products! 🥛🍌🌱 #CAO19 #UndeniablyDairy

Photo is from: AgriLand

Tag Photo Add Location Edit

19

1 Comment

7 Shares



Write a comment...





Facebook Live (at Michigan Mac'n cheese festival)

Letter to the Editor

Dear Mr. Friend,

I hope this letter finds you well. I am writing you today in regards to an article you wrote on the 23rd of September 2019 titled "Can a Burger Help Solve Climate Change?" I have spent much of my undergraduate career at Michigan State University learning about agriculture. Even throughout high school I was heavily involved with The Future Farmers of America Organization where I learned what it meant to be responsible for raising the animals that feed the world. Recently, I have entered into a scholarship competition which focuses on advocacy of the agricultural industry. This isn't our ploy to try and convince everyone that the animal agriculture industry is the most amazing industry on the planet, but rather it's our ploy to try and educate consumers on what they are actually feeding themselves with. We, as an organization of educated young professionals in the agricultural industry strive to ensure that consumers are able to ask questions about their food in an environment where they can learn about the truths behind agriculture instead of what popular media loves to push.

I came across your article while looking at many hot topic articles regarding agriculture in today's media. I kept an open mind and made sure I wasn't disregarding any topic you brought to your reader's attention. I for one, after reading the article have some questions and some requests of you, Mr. Friend. The overall tone of your article seems to a reader to be educational, while also pulling at the heart strings of many Americans that read The New Yorker. I get that, as a writer, to have a successful post, you must take a side of the matter and have an outlined opinion through your writing.

There were many times throughout your writing where you made claims about animal agriculture that from my education have proven to be false. You have provided no scientific data as evidence as to some of the things you've said. One excerpt from your article that extremely stands out to me is "Every four pounds of beef you eat contributes to as much global warming as flying from New York to London—the average American eats that much each month." Where's your evidence?

I urge you as a writer whose focus should be to educate consumers adequately on all aspects of your reports, to consider writing a piece that focuses on the agricultural industry you so easily shredded with fallacy. I would gladly like to talk about all things agriculture with you to help you with this matter. My email is campb911@msu.edu and my phone number is 252-267-2729.

Sincerely,

Hannah Campbell

Hannah Campbell

Infographic

AGRICULTURE AND CLIMATE CHANGE

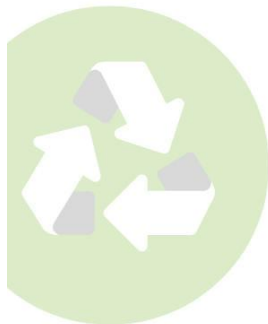


U.S. FARM GHG EMISSIONS

Thanks to farmers constantly improving efforts to farm sustainably and reduce greenhouse gas emissions, American agriculture now produces less GHGs than other farmers worldwide — averaging only a 9% total contribution as of 2017.

MORE CLEAN & RENEWABLE ENERGY

American farmers are continuously implementing the use of more environmentally friendly energy sources. From 2012 to 2017, there was a +148% increase in the use of solar energy alone!



RESPONSIBLE SOIL MANAGEMENT

Farmers are constantly working to prevent chemical runoff from agricultural crops and soil erosion through the use of no-till conservation and similar practices!

CONSERVATION PROGRAMS

Over 140,000,000 acres (>15% of all American farmland) has been dedicated to conservation and wildlife habitat efforts through USDA conservation programs.



*SOURCE: FARMERS FOR A SUSTAINABLE FUTURE THROUGH THE AMERICAN FARM BUREAU FEDERATION

Blog Post

The Health of The Farmer and Why We Farm



Emily Boyer [Follow](#)
Nov 8 · 3 min read



By: Emily Boyer

Oklahoma State University- Animal Science



Consumer Interview & Blog Post

Consumer Connection

🕒 October 12, 2019 👤 nodaksarah

Hormone Free. Antibiotic Free. GMO Free. Added Hormone Free. Cage Free. Cruelty Free. Gluten Free. Grain Free. Lactose Free. Is there even anything in food anymore?

The majority of us in the agriculture industry know what these labels all mean when we see them in the grocery store shelves, but what about the average consumer just trying to eat?

CLUB CHALLENGES

Undeniably Dairy – Western Illinois University Agriculture Club



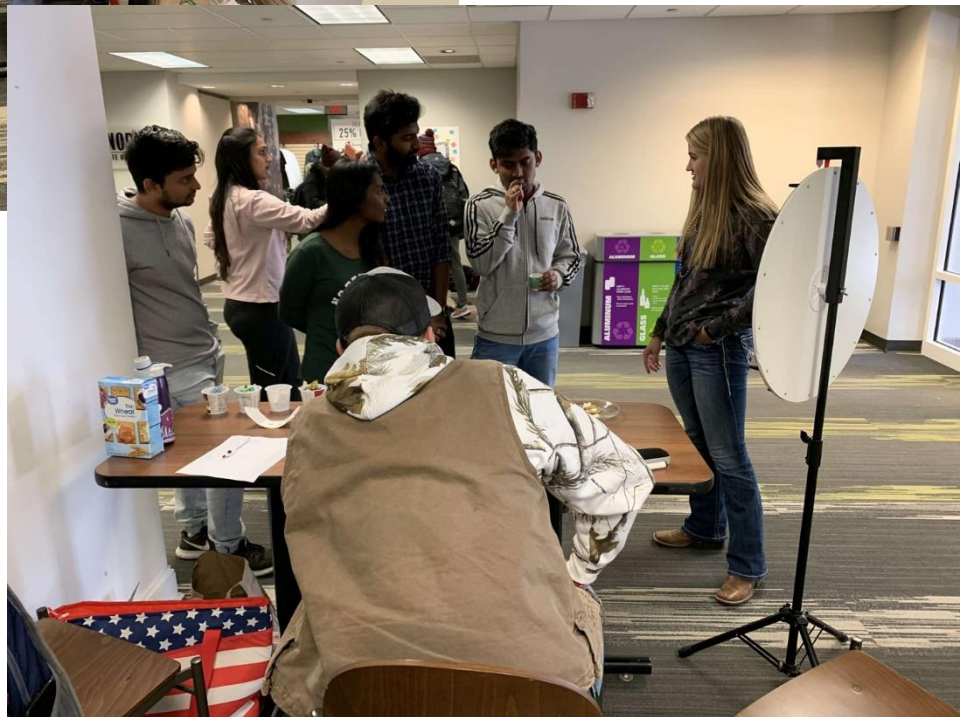
The Western Illinois University Agriculture Club handed out chocolate milk, donated by Prairie Farms, to participants in the WIU Homecoming 5K as a dairy promotion. They passed out dairy informational materials and stickers. Their goal was to engage with participants and spectators of the race and discuss the benefits of drinking chocolate milk after working out.

Newbies on the Farm – Northwest Missouri State Ag Advocacy Class



The Northwest Missouri State Ag Advocacy Class gave tours of the dairy, pig and beef facilities to students. Their goal was to teach non-agriculture students about the farm. After the tour, the students were provided dinner that further explained the farm to table aspect. Farmers were on the tours to answer any questions the participants had. The students took a pre- and post-survey to assess the information they learned. The post-survey showed that the students had learned about agriculture and were interested in learning even more. This was a great experience for these students as some of them had never seen a pig in person or a dairy cow being milked.

Campus Event - Northwest Missouri State University Ag Advocacy Class



The Northwest Missouri State University Ag Advocacy Class set up a table in the Student Union to raise awareness of goat production and products. They interacted with 80 students and faculty to share information about goat production and gave out samples of goat meat snacks, cheese, yogurt and lotion.

Connecting with Kids – West Texas A&M University Agronomy Club



Members the West Texas A&M University Agronomy Club volunteered at a Trunk or Treat for Halloween. Their booth had candy plus an informational station about pumpkin farming. Children were able to plant their own “pumpkin patch” in a cup. Members helped the children set up their cups and used this time as an opportunity to talk with the children about agriculture. They interacted with over 500 children and were such a big hit that they won the “Most Creative Booth” award.

Food Drive - Iowa State University Block and Bridle



The Iowa State University Block and Bridle partnered with Meals from the Heartland to donate 50,000 Taco Mac (similar to macaroni and cheese) meals to the local West Des Moines area. Over two days they set up and packaged the meals with the help of members and volunteers. They were sponsored by Altech, Elanco and the Office of the Vice President of Diversity and Inclusion. Elanco sent representatives to recruit for internships and jobs as well as volunteer. They reached their goals and reported that many people stayed beyond their scheduled shift time to aid the cause.

Scary Food Myths - Oklahoma State University Capstone



The OSU Capstone picked Halloween day to debunk scary food myths. They set up a table outside of the campus library with a cauldron full of candy. The candy had agriculture myths and facts attached. Club members passed out the candy and spoke with students that were interested in the facts. They reported that many people learned something new and that they were able to clear up some negative perceptions about the agriculture industry. About 1,000 students received a scary food myth and fact with this challenge.