



# IMPACT REPORT

## College Aggies Online Agriculture Engagement and Scholarship Program



# 2020 COLLEGE AGGIES ONLINE PROGRAM

The 12<sup>th</sup> annual College Aggies Online (CAO) program had 276 individuals and 16 collegiate clubs participating. These students represented 35 states and 95 universities. Over the course of the competition, students' posts about agriculture generated more than 4.6 million impressions on social media. The clubs hosted 9 campus and community activities reaching about 200 people. In the pre-survey students rated their confidence in communicating about agriculture as 6.6 on a 10-point scale. After the program, students rated their confidence as 8.7.

The CAO scholarship competition would not be possible without the support of program sponsors and mentors. The 2020 sponsors include: Dairy Management Inc., Seaboard Foods, National Pork Industry Foundation, CHS Foundation, Bayer, National Corn Growers Association, Iowa Pork Producers Association, Institute for Feed Education and Research, Culvers Franchising System, Domino's Pizza, Inc., Biotechnology Innovation Organization, Ohio Poultry Association and Pennsylvania Beef Council.

The 2020 mentors who advised the students each week included:

- Don Schindler, Senior Vice President of Digital Initiatives, Dairy Management Inc.
- Barb Determan, Communication Chair, National Pork Industry Foundation
- Allison Devitre, Regulatory Policy and Scientific Affairs, Information Management and Communications, Bayer Animal Health
- Morgan Walker, Digital and Social Media Manager, American Farm Bureau Federation
- Joe Proudman, Associate Director for Communications, CLEAR Center at University of California, Davis
- Tara Vander Dussen, Dairy Farmer and Environmental Scientist, New Mexico Milkmaid
- Lukas Fricke, Pig Farmer, ChorChek, Inc.
- Jenell Eck, Chicken, Grain and Beef Farmer, Thompson Ag Consulting
- Tammy Wiedenbeck, Beef Farmer, Riverview Farms
- Cara Harbstreet, MS, RD, LD, Street Smart Nutrition
- Michelle Miller, Sheep and Cattle Farmer, Farm Babe, LLC
- Beth Breeding, Vice President of Communications and Marketing, National Turkey Federation
- Michelle Jones, Grain Farmer, Big Sky Farmher
- Jessica Peters, Dairy Farmer, Spruce Row Farm



## QUOTES FROM PARTICIPANTS

- Posting for #CAO20 pushed me out of my comfort zone. I never posted on any of my platforms, but now it is like second nature!
- I enjoy interacting with the people who have interacted with my social media posts. It's great to answer people's questions and to talk with people who understand what you're talking about as well.
- I enjoyed getting to know more information on the hot topics going on in the animal ag industry. In addition, the suggestion of different apps in creating social media posts was very helpful.
- I've appreciated how all of the mentors have encouraged us to be authentic and true to our style as we communicate!
- I really enjoyed the "Issues Update" webinar. I liked learning about how COVID is affecting advocacy and how we can adapt to live with it.
- My favorite theme so far has been sustainability. It's such a controversial topic that a lot of people are willing to engage with!
- I'm not one to post on social media a lot, so posting weekly for me was a weird thing and I was not used to it. It takes a lot more time and effort than I thought! I learned that it can be very rewarding to know you have educated someone with just a simple line.
- What I enjoyed the most are all the mentors I have been able to learn from. The mentors we have for this program are outstanding and widely known. It still shocks me that I have been able to receive direct advice from them.
- I've done some engaging outside of the ag bubble. I really enjoy the great questions or the aw-ha moment when they learned something new. Something fun or cute calves usually gets attention and then mix in some facts. Also sharing posts to non-ag groups works.
- During the rest of the competition, I hope to continue improving my content and reflect on the comments of the mentors. I take each remark from the mentors to heart and implement it into the next week's challenge to make my posts better.

## 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 collegiate clubs usually host events on their campus to engage with peers about agriculture, but to adapt the program for COVID-19, the Alliance updated the club competition to include virtual engagement opportunities and events suited for small groups. Virtual engagement opportunities included: a virtual farm tour, virtual "Ask a Farmer" panel, hosting a webinar for a local K-12 class, hosting a milk mustache social media campaign, starting an online watch party for an agricultural film and much more.

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

## TOP INDIVIDUALS:

### 1<sup>st</sup> PLACE



#### **Jessica Schmitt, Iowa State University**

Jessica Schmitt is a junior at Iowa State University majoring in Dairy Science, Agricultural Communications, and International Agriculture. Her passion for agriculture sparked growing up on her family's dairy farm outside of Fort Atkinson, Iowa. She was involved in 4-H and FFA where she enjoyed dairy judging and exhibiting dairy cattle and meat goats. At Iowa State, she is involved in the Agricultural Communicators of Tomorrow, CALS Council, CALS Ambassadors, the Dairy Science Club, Sigma Alpha Professional Sorority, and Alpha Zeta Honor Fraternity. After graduation, she hopes to find a career in promoting and advertising agriculture. Jessica wants to work for a check-off organization where she can ensure consumer confidence in agricultural practices and products.

#### **Brynnen Gardner, Iowa State University**

Brynnen Gardner grew up in Belmont, Michigan. She is currently a senior at Iowa State University majoring in animal science and minoring in political science and public relations. After graduation, she hopes to contribute to consumer-facing communications for commodity checkoffs or work with lobbying and ag policy for one of the animal proteins.



### 2<sup>nd</sup> PLACE



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

Kathryn Bosley grew up and currently resides in Malone, New York. She is senior at SUNY Cobleskill dual majoring in Animal Science and Dairy Production & Management and aspires to pursue higher education and a career in dairy cattle genetics.

#### **Margaret Pratt, St. George's University**

Margaret Pratt is from Houston, Texas and is currently a third-year veterinary medical student at St. George's University. Her career aspiration is to be a food animal veterinarian with a focus on beef cattle.



## 3<sup>rd</sup> PLACE



### **Sydney Mitchell, South Central College**

Sydney Mitchell is currently a second-year student at South Central College in North Mankato Minnesota. She will receive her Associate of Arts and then transfer to a four-year college for a degree in Agricultural Communications. She is from Elysian, MN and plans to work in agricultural communications and at her family's two agricultural businesses.

### **Madalyn Neuschwander, Oklahoma State University**

Maddie Neuschwander's hometown is Shedd, Oregon and she is currently a junior studying Animal Science and Agricultural Communications at Oklahoma State University. Although she is unsure of what she exactly wants to do as a future career, she is excited about various jobs and can't quite decide! She is passionate about advocating for American agriculture, farmers, ranchers, and especially the beef industry and enjoys doing so through photography. Maddie is very thankful for the experience she gained throughout the CAO program and know that it has and will continue to help her in advocating for agriculture!



## TOP CLUBS:

### 1<sup>ST</sup> PLACE

#### Advocacy Class, Northwest Missouri State University

The Advocacy Class consists of 29 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.



### 2<sup>ND</sup> PLACE

#### Agronomy Club, West Texas A&M

The Agronomy Club at West Texas A&M University consists of 21 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). This was their second year competing in (and winning!) the College Aggies Online Club Competition.



# SOCIAL MEDIA POSTS

Every week students were tasked with posting on Facebook, Instagram or Twitter about a specific animal agriculture theme. Here is one of the top five posts selected each week by program mentors.

## Week 1: Dairy



southernbinge • Following  
Justin Bieber • Yummy

southernbinge "It's so important to talk to real dairy farmers about dairy farming to get the real facts, just like you'd talk to a mechanic about your car or your dentist about your teeth. The reality is that media sensationalism sells, food corporations send misleading marketing tactics to gain market share, and animal rights extremists want to scare people about perfectly healthy dairy products in order to gain donations and get people to give up dairy and go vegan. This leads to a whirlwind of internet nonsense." - Michelle Miller, Farm Babe  
#CAO20 #gotmilk #undeniablydairy #marketinggag #drinkmoremilk #dairyfarmers @collegeaggies @

Liked by collegeaggies and 14 others

## Week 2: Pork

8:24

Like Comment Share

Taylor Riley  
2d · 🌐

Everyone knows bacon is king, but did you know that pork is the most versatile meat product! Pork is the most widely consumed protein in the world; it's easy to cook, adaptable to just about any recipe and very tender and juicy. 🍖

Basic Pork Cuts include:  
Ribs  
Bacon 🍖  
Pork Steaks 🍖  
Chops  
Loins  
Shoulder Roast  
Butt Roast  
Ham  
Pork Belly  
And so much more!

Reach for a new cut of pork next time you're feeling adventurous!  
#CAO2020

8:24

Ham  
Pork Belly  
And so much more!

Reach for a new cut of pork next time you're feeling adventurous!  
#CAO2020

## Week 3: Broiler Chickens

 **Brynner Gardner** @BrynnerG · Oct 1  
Broiler chickens are not raised in cages.

Broiler chickens are raised in large, free-range, climate-controlled barns (aka growout houses) that provide:

- 🐔 space & rest
- 🐔 social interaction
- 🐔 24/7 access to food & water
- 🐔 protection from the weather

#CAO20 #ChickenCheckIn



🗨️ 🔄 ❤️ 7 📤 📊

## Week 4: Beef Sustainability

< Maddie's Post ...

 **Maddie Neuschwander** is with **Noel Neuschwander** and **3 others**.  
3d · 🌐

Recently, numerous celebrities have condemned the beef industry, people take to heart celebrities opinions even when untrue. They are NOT a good source of information when it comes to agriculture. Let's trust information based on research, education, and experience.

☆ Here's some facts. ☆

☆ Beef production is about 1.9% of total Greenhouse emissions! According to the EPA in 2018, Agriculture is a mere 9.9% of total greenhouse gas emissions in the U.S. While transportation, electricity, & industry sectors account for over 77% of total emissions. The environmental footprint of beef has decreased drastically because of factors such as higher-quality feed, advanced genetics, & other advancements.

☆ Farmers & Ranchers are the original environmentalists! They have been stewards of the land the longest & understand it better than anyone else. The land & animals of our world are their livelihoods. North America beef operations were found to have 10-50 times lower carbon

📷 Write a comment... 🎬 😊

🏠 📁 👤 🚩 🔔 ☰

< Maddie's Post ...

☆ Farmers & Ranchers are the original environmentalists! They have been stewards of the land the longest & understand it better than anyone else. The land & animals of our world are their livelihoods. North America beef operations were found to have 10-50 times lower carbon footprint when compared to other countries. Eat American Beef, all while supporting fellow Americans, & taking care of the environment. It's the best of both worlds!

☆ Cattle play an important role in the natural carbon cycle. Cattle release carbon in the form of Methane (which is considered a greenhouse gas, this is through rumination - their burps, not farts!), within 10 years over 90% of that methane is converted to carbon dioxide which is a vital component of photosynthesis & is utilized by plants or absorbed by oceans.

☆ In comparison to former Bison populations, the current cattle population is just a portion of the former ruminant population. The real difference in emissions is other forms! The development of technology, increased knowledge and overall efficiency of beef production have increased tremendously!

☆ Cattle can utilize land where crops cannot be

📷 Write a comment... 🎬 😊


🏠 📁 👤 🚩 🔔 ☰

< Maddie's Post ...

☆ Cattle can utilize land where crops cannot be grown & increasing the overall health of our land. When cattle graze on land that is unfit for growing crops they help by promoting growth, increasing biodiversity, soil health, reducing fire hazard, encouraging growth & increasing photosynthesis in plant life. Cattle can sequester 268 pounds of carbon per acre, per year!

☆ When proper management takes place, raising & grazing cattle is a powerful method to feed, and provide an array of services to our world in a sustainable manner!!!

[#ranching](#) [#climatechange](#) [#beef](#) [#eatbeef](#)  
[#stillranching](#) [#farming](#) [#nature](#) [#photooftheday](#)  
[#agriculture](#) [#ag](#) [#CAO20](#) [#greenhousegases](#)  
[#farm](#) [#cow](#) [#ranchlife](#) [#farmlife](#)



📷 Write a comment... 🎬 😊

🏠 📁 👤 🚩 🔔 ☰



## Week 5: Nutrition



[View Insights](#)

[Promote](#)



Liked by [animal\\_welfare\\_enthusiast](#) and [others](#)  
[cow\\_nerd](#) #MythbustingMonday  
Myth: Dairy milks and plant-based "milks" are nutritionally equivalent

Nope! Even though cow's milk shares the space with nut and other plant based beverages that call themselves "milk". These "milks" are not created equally.

Dairy milk NATURALLY contains key nutrients such as calcium, riboflavin, niacin, phosphorus, potassium, protein, vitamin B12, & vitamin A. (Vitamin D is naturally present in small amounts and is then further supplemented to help with the utilization of calcium).  
The non dairy "milks" vary significantly from brand to

9:46 57%  
The non dairy "milks" vary significantly from brand to brand and contain significantly less NATURALLY occurring nutrients. Dairy milk has a standard of identity so that you can be confident in its nutrient profile.

Since the calcium in milk is naturally occurring it is also highly digestible. Supplemented minerals are not always as digestible and tend to settle to the bottom of the container. If the nutrient doesn't stay in solution, how are you supposed to drink it up?

Dairy milk has X8 the protein of Almond, Coconut, & Rice beverages. This protein is also of high quality, meaning it has a balanced amino acid profile (contains all of the essential amino acids) for building muscles.

If you're really into the clean label thing, dairy milk is right up your alley. Cow's milk has 2-3 ingredients (Milk, Vitamin D, & Vitamin A- only in reduced/low fat). Skimming the fat reduces naturally occurring vitamin A, so it has been added back in.

Non-dairy beverages undergo significantly more processing. They contain 10 or more ingredients including salts, stabilizers, syrups, thickeners, and sugar. The processing actually reduces the nutrients present in the raw product. All to make a desirable product that resembles milk. They say mimicry is the highest form of flattery.

Freshness wise dairy comes out on top, since it takes less than 48 hrs from farm to store. Dairy is also a local product produced in all 50 states (as of 2018).

Compare the prices (\$2). Which beverage is the nutritional bargain?

9:46 56%  
always as digestible and tend to settle to the bottom of the container. If the nutrient doesn't stay in solution, how are you supposed to drink it up?

Dairy milk has X8 the protein of Almond, Coconut, & Rice beverages. This protein is also of high quality, meaning it has a balanced amino acid profile (contains all of the essential amino acids) for building muscles.

If you're really into the clean label thing, dairy milk is right up your alley. Cow's milk has 2-3 ingredients (Milk, Vitamin D, & Vitamin A- only in reduced/low fat). Skimming the fat reduces naturally occurring vitamin A, so it has been added back in.

Non-dairy beverages undergo significantly more processing. They contain 10 or more ingredients including salts, stabilizers, syrups, thickeners, and sugar. The processing actually reduces the nutrients present in the raw product. All to make a desirable product that resembles milk. They say mimicry is the highest form of flattery.

Freshness wise dairy comes out on top, since it takes less than 48 hrs from farm to store. Dairy is also a local product produced in all 50 states (as of 2018).

Compare the prices (\$2). Which beverage is the nutritional bargain?  
#CAO20

[View all 4 comments](#)

[streetsmart.rd](#) Love the dairy myth busting! I remember learning about how dairy is such a perishable product and that's why it's considered local and it blew my mind - great post!

[cow\\_nerd](#) @streetsmart.rd Thank you very much!

4 days ago



## Week 6: Sheep



**francesca**  
@cesssccaa

Did ewe(you) know that where I go to school has the mascot of a ram?

🐏 His name is CAM the ram. CAM stands for Colorado Agriculture & Mechanical College(1st name of the college)

🐏 CAM is a live mascot

🐏 CAM runs across the end zone when the football team scores

[#CAO20](#) [#gorams](#)



**Baylee Lovewell**

1d · 🧑

Here's a quick and easy casserole to make with the leftover Turkey from Thanksgiving! 🍽️

### Ingredients

- \* 6 cups cooked turkey cubed or shredded
- \* 4 cups bread stuffing
- \* 2 cans cream of chicken soup
- \* 1 cup milk

### Instructions

- \* Preheat your oven to 350°F. Spray the bottom of a 9×13 baking dish with non-stick cooking spray.
- \* Cover the bottom of the baking dish with the cooked turkey. Crumble the dressing over the top of the turkey.
- \* Mix the canned soup with the milk and pour over the dressing and turkey.
- \* Bake until bubbly, 40 to 60 minutes.



## Week 8: Animal Feed

**milk**

Colostrum 2x on day 1 then individual bottles 2x a day

free-choice milk cooler in group housing

**transition**

growing heifers in the transition barn

Formulated by a nutritionist to give the cow energy & nutrients to stay healthy while producing milk

24/7 access to a free-choice feed bunk

**TMR**

(Total Mixed Ration)

step-by-step feeding encourages proper growth & rumen development

forage-based ration

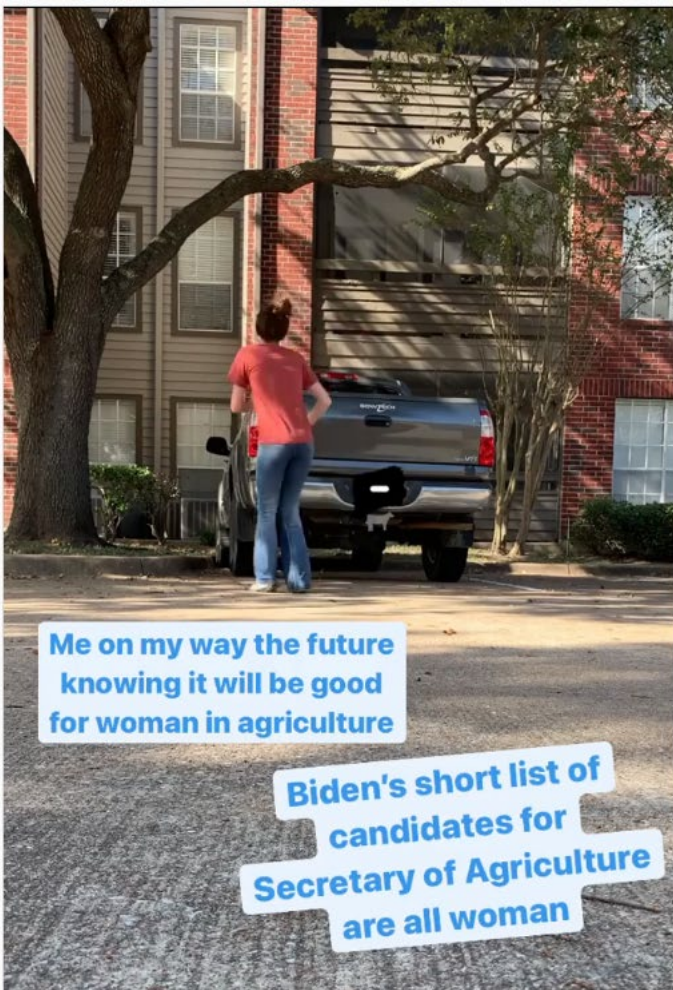
starter pellet

Milk is an essential part of a calf's diet!

Calves move from a starter pellet to a forage-based diet as they age.

A calf's diet changes as she ages. Swipe through to see how!

## Week 9: Student's Pick!



mooggie\_pratt • Follow

Various Artists • Where Is The Love (Instrumental version originally performed by Black Eyed Peas) ...



mooggie\_pratt It's a good time for woman in agriculture.

I am super excited that I will start my career with the Secretary of Agriculture being on of these amazing woman.

us Former Sen. Heidi Heitkamp  
us Congress Woman Marcia Fudge  
us Congress Woman Cheri Bustos

They will be the second Woman appointed as Secretary of Agriculture. The first being Ann Veneman in 2001-2005 under George W. Bush.



# Challenges

Every other week the students were tasked with a different challenge to help them craft their communication skills. Here is one of the top five challenges selected each week by program mentors.

## Dairy Fun Facts Video



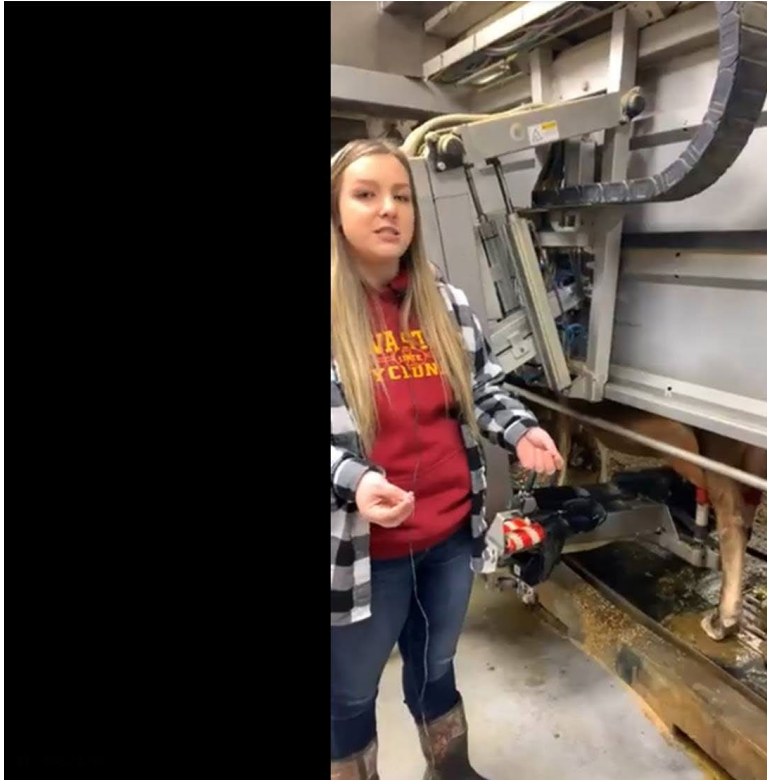
**carriespangler** Carrie Spangler · 1w ago

Different dairy breeds!!! Which one is your favorite? #COA20  
#CollegeAggies #agriculture #cow

🎵 Stunnin' (feat. Harm Franklin) - Curtis Waters



## Live Video



Jessica Schmitt was live.  
October 25 at 2:00 PM · 🌐


LIVE at Iowa's Dairy Center! Comment where you are viewing from and ask me any question you have abo...  
See More

👍❤️ 74      51 Comments 518 Views


👍 Like    💬 Comment    ➦ Share


Comments Hide

Most Relevant ▾


 Squawma Eaton  
Jessica .. you did an awesome job!  
This was very informative for me .  
Have never seen a robot before nor  
sand for the cows. Everything looks  
so clean and nice . Thank you so  
much for doing this . ❤️👍👍

Like · Reply · 2w      1


↳  Jessica Schmitt replied · 2 Replies

 Kelly Funke Brincks · 0:00  
Thank you for sharing and great  
job!! Love cheese.

Like · Reply · 2w      1

↳  Jessica Schmitt replied · 1 Reply

View 30 more comments

 Write a comment...    📷 📺 📧 📧

## Blog Post

# Burning Passion: My Journey to Pig Farming

October 2, 2020



2020 has proven that life can change in the blink of an eye. Everything we were once familiar with, the way we lived, changed in less than a week. It felt like the whole world was falling apart around us. However, there has been good things that have come from this time. This year, we have had more time to discover more about ourselves and what we enjoy to do with our lives. You may have found a new passion at life's crossroad in 2020 or you may find yourself counting your blessings more.

Whichever one it may be, I want to say good for you!

I can relate to both. Life has thrown curveballs the last two years. I swung and struck out more times than I can count; but it's okay. You know why? I learned things about myself that I never knew about. I found my passion and dream to be in agriculture. Let me tell you a story on how I found my passion for pig farming.

## Letter to the Editor

November 12, 2020

Education Week  
P.O. Box 2131  
Williamsport, PA 17703

Dear Editor,

Childhood obesity rates are rapidly rising, impacting one in five children in the US (CDC). Children spend most of their daylight hours in school, and it is our duty as educators, role models, and/or responsible adults to ensure we are equipping healthy habits during those hours. I believe the most impactful place we can do this is in the lunchroom, specifically by putting whole milk back on the lunch tray.

In 2010, the Healthy, Hunger-Free Kids Act was passed, requiring flavored milks in schools to be fat-free. This has since been amended to include low-fat milks. Proposed in 2019, the Milk in Lunches for Kids Act and the Whole Milk for Healthy Kids Act aim to allow schools to serve regular and flavored whole milks without requiring additional paperwork. The movement for whole milk is taking a bolder stand, and for good reasons.

Opponents of reintroducing whole milk to the menu argue kids will consume more fat. Yes, whole milk has more fat, but that means it has more nutritional value to offer our kids. Whole milk is 3.25 percent fat making it almost 97 percent fat-free (Dairy Management Inc). Additionally, 3.25 percent is a fairly small amount compared to the majority of processed, high-fat foods consumed by Americans today. Healthy children learn better and providing whole, nutritious foods is our most feasible step to ensuring learning can take place.

Kids will learn to make healthy, empowered choices when we allow them to choose foods they enjoy. Kids should be kids, and diet culture is not something they should experience in schools. Kids are receiving the message that if their foods are not low-fat or fat-free, they're unhealthy - and that's not true. Milk offers nine essential nutrients, including calcium, potassium, and vitamin D, three of the four leading nutrients of concern in the US (Dietary Guidelines for Americans). On top of this, whole white milk and whole flavored milk contain less added sugars, offer a more complete nutritional package, and help prevent dehydration better than sports drinks or sodas. Kids who drink milk have better quality diets, which lead to more easily maintained healthy weights (Milk Means More).

Whole milk also plays an important role in teaching our kids how to take care of their bodies after using them. Milk, specifically chocolate milk, is the perfect beverage for post-workout recovery. It gives the body an ideal carb to protein ratio that helps maintain muscles and refuel (American Dairy Association North East). By teaching kids how to fuel their bodies correctly alongside exercise, they'll be more energized and motivated to keep moving.

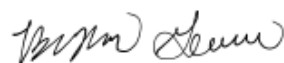
Most importantly, whole milk can help combat food insecurity. The human body is more efficient at breaking down animal proteins and takes more from them. This means that animal proteins play an important role in curbing hunger by keeping the body feeling fuller for longer. If children have to return home to a food-insecure household, the least we can do is create a school meal program that gives their bodies full, lasting nourishment. When children feel full, they have an easier time focusing, completing tasks, and engaging socially with others (Institute for Child Success).

Currently, we are in the midst of a global health crisis and our kids are taking the hit. Decreased family income, more time indoors, less social interaction, and increased food scarcity coupled with limited

---

access to school meal programs are leading to less stable households. Whole milk is not in short supply, and it's a fairly simple, implementable solution to address these growing concerns. Our kids are counting on us.

Sincerely,



# WHAT'S IN YOUR COFFEE?

## Oat Milk Making an Appearance

Recently, oat milk has been the trending new creamer in coffee shops and households. Other plant-based beverages are known to water down lattes and taste bad with coffee. Unlike those alternatives, oat milk has become the "baristas' best friend." Have you tried this trend?

## Whole Milk Putting Up a Fight

Dairy milk, specifically whole milk, was the first to impact the coffee industry. Whole milk has the ability to coat the tongue and create a sweet sensation compared to the typical bitter taste found in coffee. Dairy milk still withstands the competition being the creamier and richer option.



4 grams protein

8 ounces of

**Oat Milk**

120 calories

16 total carbs

Ingredients:

Water, Oats, Oat Bran, Tricalcium Phosphate, Sea Salt, Gellan Gum, Riboflavin, Vitamin A, Vitamin D

8 grams protein

8 ounces of

**Whole Milk**

12 total carbs

150 calories

Ingredients:

Milk, Vitamin A, Vitamin D

## Nutrient Value



=

Calcium, Vitamin D, Phosphorus, Riboflavin, Vitamin B12, Protein, Vitamin A, Potassium, Niacin



=

Calcium, Vitamin D, Riboflavin, Vitamin A, Iron

With each drop of whole milk, your body receives nine essential nutrients.

Only two of those nutrients are fortified (Vitamin A and D). Oat milk has five nutrients and apart from iron, all nutrients are fortified.

**NOW THAT YOU KNOW THE DIFFERENCE, WHAT WILL YOU CHOOSE?**

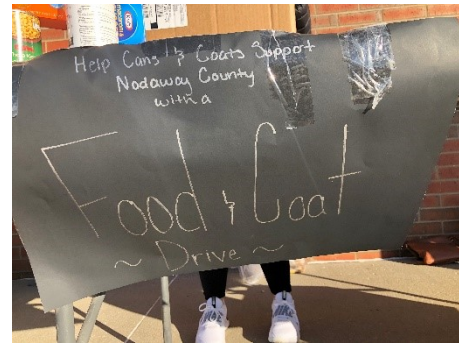
# Club Events

Student organizations hosted virtual and in-person events to engage about agriculture with their peers. Here are the events hosted during this year's CAO program.

## Food Drive

Food banks are always in need of donations and support, but during COVID-19, they needed our help more than ever before. For this challenge, CAO clubs were encouraged to raise awareness about food insecurity and encourage donations to a local food bank.

Northwest Missouri State University's Agriculture Advocacy Class hosted a week-long non-perishable food and winter clothing drive at the Maryville, Missouri Hy-Vee location to support Nodaway County residents through the Nodaway Ministry Center. This drive was to advocate for the agricultural community and the issues with food insecurity. The event took place from November 9 - 13, 2020. They were able to collect 390 pounds of food.



West Texas A&M University's Agronomy Club challenged six other clubs in the Department of Ag Sciences to a food drive contest! Six barrels from the High Plains Food Bank were placed in the foyer of the Happy State Bank Academic & Research Building from November 9 -18 for club members to fill! The club with the heaviest barrel won a free lunch on the Agronomy Club. The club was able to collect 374 pounds of food.





## Newbies on the Farm

Many college students have never visited a farm. The Newbies on the Farm event challenged participating clubs to encourage people not affiliated with agriculture to virtually visit a working agricultural operation.

Northwest Missouri State University's Agriculture Advocacy Class hosted a "Fun on the Farm" event which introduced 21 individual college students that had no background in agriculture with operations at the University Farm. They started out with a short tour of the farm and before giving information (see pamphlet to the right) about the animals and buildings throughout the tour. They conducted a pre-tour and post-tour survey to gauge participants' knowledge of farming. In addition, they provided participants with goody bags and ended the event touring the dairy parlor and eating ice cream sandwiches!

Here are the results from the pre- and post-surveys:

- 37% of the students knew most of the treatment and management of farm animals before the tour started
- 43% of students had some knowledge of the treatment and management of farm animals before the tour started while 18% of the students had little or no knowledge of the treatment and management of farm animals before the tour started.
- 100% of the students said they gained knowledge regarding the treatment and management of farm animals during the farm tour.
- Data showed that 56% of the students completing the survey stated two specific objectives they learned as a result of the farm tour.
- Data showed that 43% of the students completing the survey stated three specific objectives they learned as a result of the farm tour.



## Fun on The Farm

Hosted by Kellie, Spencer, Katelyn, Emily and Riane

Welcome to the R.T. Wright Farm!

The farm at Northwest Missouri State University is named after R. T. Wright who is also the former chairperson of the Department of Agricultural Sciences.

### What will you find at the farm?

- 448 Acres
- Four full time employees
- 120 head of beef cattle
  - 80 Charolais
  - 40 Angus
- A dairy barn housing Jersey, Holstein and Brown Swiss
  - Milked twice a day
- An open lot for the Angus beef cattle
  - Fed at 9:00 a.m.
- A farrow-to-finish swine operation
  - 60 Sows
  - Rotated every 30 days
- These facilities offer great learning opportunities for students.
- 15-20 Ewes
- 10-15 Yearlings

### Thank you for coming!

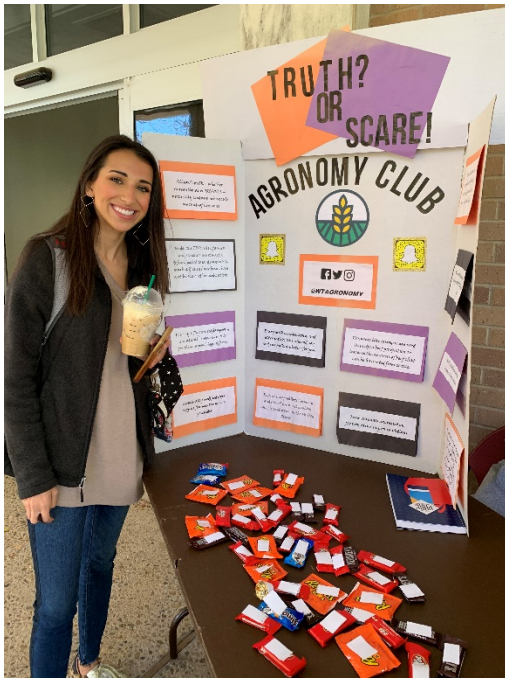
Make sure at the end of our tour you enjoy your complimentary ice cream sandwich!

Let us know how we did and what you learned by taking our survey.

## Scary Food Myths

Just like many consumers, college students are getting a lot of information about food from social media and unfortunately there is also a lot of misinformation about food and farming online. The Scary Food Myths challenge asked participating clubs to share facts about meat, milk, poultry and eggs with peers on their campus.

West Texas A&M University's Agronomy Club hosted an event on the patio of a student commons area that experiences heavy student traffic. Candy with various facts about animal agriculture taped to them was distributed to passing students. To earn an extra piece of candy, students could participate in a poster board game that was used to provide more detailed facts and myths around animal agriculture. The event took place for approximately two hours during the peak traffic time from the student commons during lunch. During the course of the event, the club was able to hand out about 80 pieces to students passing by. The majority of students stayed to read their fact and thank the Agronomy Club for the candy, sharing their surprise in facts that they did not know about and thus gave the club the opportunity to discuss more about the facts.



## Connecting with Kids

For this challenge, participating clubs were asked to engage with grade school students (K-12) to become better informed about the production, distribution and daily impact of agriculture.

West Texas A&M University's Agronomy Club met with the Junior Master Gardener's Garden Club on two separate days to teach them about pollinators, pumpkin reproduction, root growth, and propagation methods. They discussed these topics so the children could ask questions and receive any helpful information they needed to grasp the concepts. For the first meeting, they painted pumpkins to take home and were able to tell their parents how that pumpkin was grown with the help of pollinators. For the second meeting, the Junior Master Gardeners learned about propagation by taking cuttings off of succulents, and gluing them to moss on top of their pumpkins. None were aware this method of propagation and were excited to see their plants grow.



## Campus Event

The campus event category allows participating clubs to get creative in the ways they engage their peers who aren't involved in agriculture. Northwest Missouri State University's Agriculture Advocacy Class hosted three separate campus events to engage with their fellow students about agriculture.

On November 2 - 6, 10 plastic farm toys with agriculture facts tied to them were hid around campus for people to find. Once found, they would read the agriculture fact. On the back of the fact were instructions to make a social media post on any platform to share the fact they learned and where they found their animal on campus. The student was also instructed to use the hashtag #nwagsmshunt so the class could track the posts on social media. Lastly, they were told to scan the QR code on the tag to complete a survey. After they made their post, the instructions said to return the animals to an office and show their social media post to a class member to receive a \$10 gift card.



**Social Media Scavenger Hunt**

CAN YOU FIND THE MISSING BARNYARD ANIMALS?

**NOVEMBER 2ND - 6TH**

There are 10 missing barnyard animals hiding throughout campus. Each animal has a fun fact attached to them. Your job is to take a picture of the animal with the fun fact visible and post it on social media. Doing this you can receive a \$10 Gift card by turning it into the CI Office!

**NOVEMBER 6TH** At 12 P.M. on November 6th will be the deadline for turning in the animals. A drawing will held at this time as well.

**DON'T FORGET TO TAKE OUR SURVEY**

Our Survey will open Monday November 2nd. Filling out the survey will help future event and put your name into a drawing for a chance to win \$25! The drawing will be held in the CI building and the winner will be sent an email.

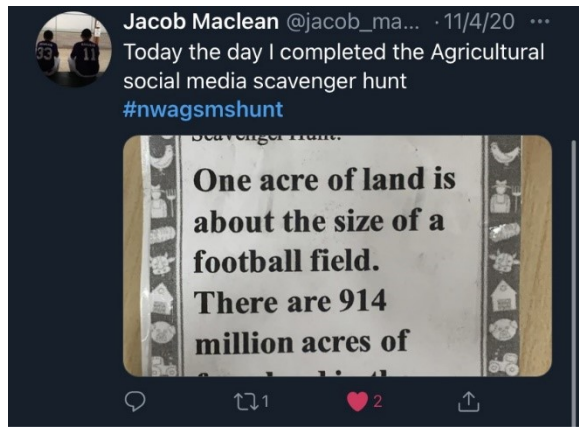



Northwest Missouri State University - School of Agricultural Sciences  
October 28 at 11:52 AM  
Calling all Northwest studer



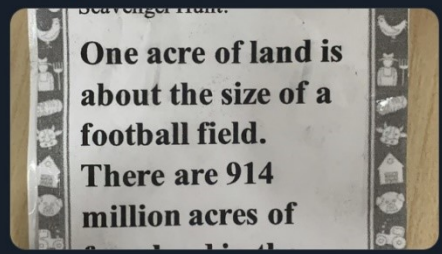
Michael Haman @HamanMi... · 11/2/20

Did anyone know that Chickens communicate with over 200 distinct noises? I didn't but now that I completed the Agricultural Social Media Hunt I do. Look for little animals around campus like this one I found at the Joyce and Harvey White International Plaza #nwagsmshunt

Jacob Maclean @jacob\_ma... · 11/4/20

Today the day I completed the Agricultural social media scavenger hunt #nwagsmshunt

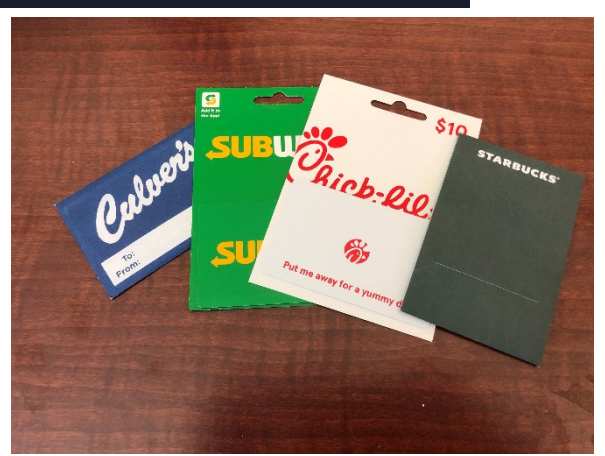


On

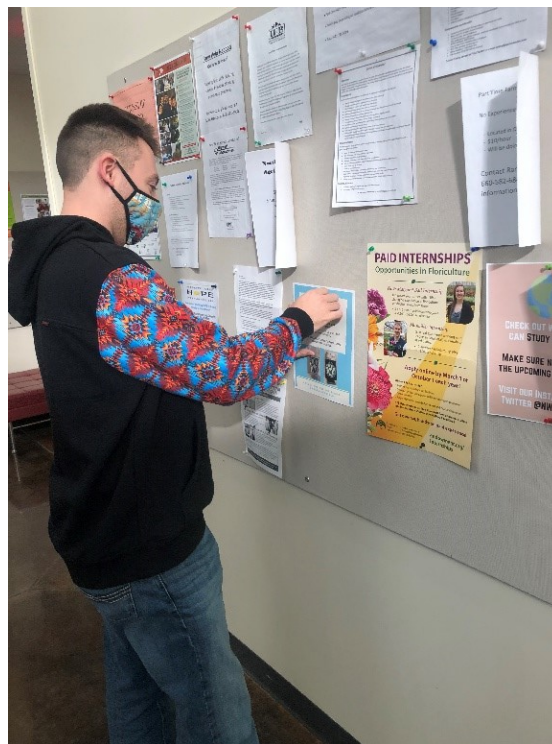
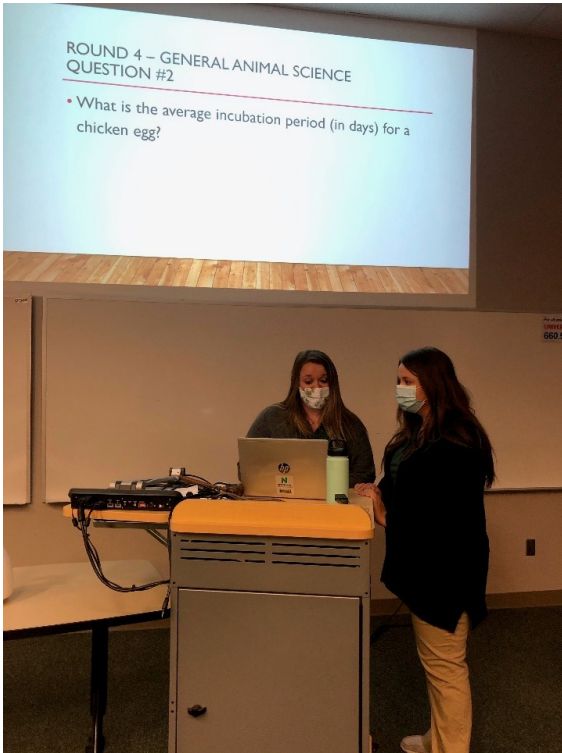


AppleSide @HirnerJustin · 11/2/20

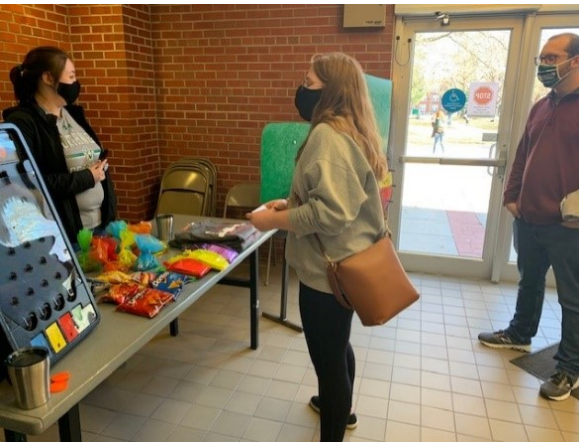
Did you know that a cow spends about 6 hours eating and 8 hours chewing their cud every day? Well I didn't until I found this little guy outside Fine Arts! I guess that means I completed the Agriculture Social Media Scavenger Hunt! #nwagsmshunt

November 3, the class hosted a trivia night at the lecture hall in the McKemy building. The trivia night consisted of four rounds each with six questions. Each round focused an area of agriculture: plant science, animal science, and livestock terminology. The sixth question of each round consisted of Northwest Missouri State University Farm trivia. Additionally, tie breakers were prepared to determine a winner in the event of two or more teams tying in points. At the end, points were calculated and the top three teams were recognized and presented with first, second, and third prizes. A total of 21 students participated in the trivia night.



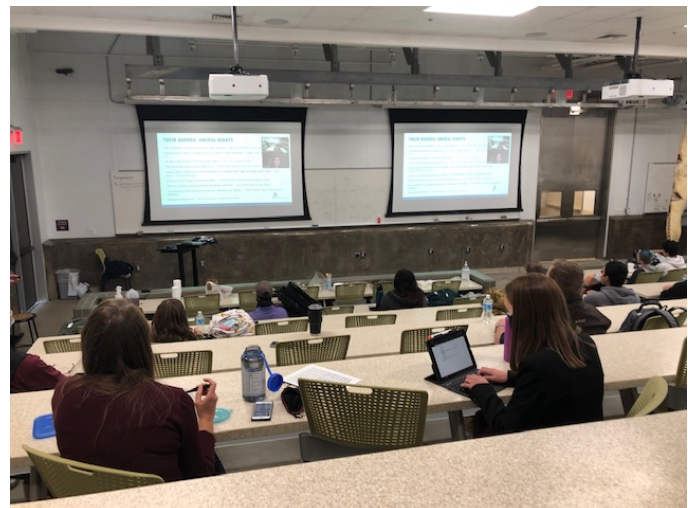
On November 13, the class set up a table at the entrance of their Student Union building with a spin the wheel game and a drop the plinko game for participants to play. Depending on where the spinner stops or where the plinko drops, they asked the player a question about dairy, beef, poultry, or swine. If answered correctly, the player had the option to answer another, or claim a prize. The more questions answered right, the bigger the prize. The class was able to engage with 31 students not familiar with agriculture.




## Guest Speaker

For the guest speaker challenge, students were asked to engage with students not involved in agriculture by listening to a speaker emphasizing the accurate and positive message of agriculture.

West Texas A&M University's Agronomy Club invited Emily Solis from the Animal Ag Alliance to Zoom in to speak to our club about common miscommunications in the agriculture world, especially online. After the event, they encouraged an "Ag Photo Positivity" challenge, where students would post about why agriculture is important to them. A total of 15 students attended the event.





# Ag Photo Positivity!

**How to Enter:**

- Post a picture of you interacting with agriculture
- Briefly describe why you support Texas Ag
- Tag us @wtagronomy


Posts are due Friday @ 5:00pm

Enter for a chance to win \$25 Buffcash!

wtagronomyclub 19h

## AG Photo Positivity!

I support agriculture because not only does it feed the world, but it also provides me with an opportunity to wake up each day, put my best foot forward, and make a positive impact.



@wtagronomy

@zach\_patton

Send Message

Sprint Wi-Fi 4:12 PM 16%

KATELYNN.KENYON Posts

katellynn.kenyon



Liked by ohmyghosh.monica and 57 others

katellynn.kenyon Here's another Ag Education shot for you! @wtagronomyclub I support #TexasAg because its important for the next generation... more


1 day ago

wtagronomyclub 6h

From Layout >

scottie\_ann25

I support agriculture because I see potential in the future of sustainability. We can farm AND protect our environment!



@wtagronomyclub

Add This to Your Story >

Send Message

wtagronomyclub 16h

I support agriculture because it's part of my heritage and without it, billions of people would starve.



#NormanBorlaug  
#FritzHaber  
@wtagronomyclub

Send Message

wtagronomyclub 13m

abbie.feldt



I support Agriculture because it impacts the whole world. Without farmers and ranchers there wouldn't be food on your plate. I have the opportunity to make a positive impact in the lives of so many being in the field of agriculture.

@wtagronomyclub

Send Message

wtatronomyclub 3h

dobbyobby  
I support Agriculture because I know how hard farmers are working to feed our growing population.



@wtatronomyclub

We're developing a lot of great new technologies as well as new methods of including pollinators to increase yield!

Send Message

Sprint Wi-Fi 4:13 PM 16%

\_PEARL.TX\_ Posts



20 likes

\_pearl.tx\_ How pretty is this sorghum? 🥰  
@wtatronomyclub I support agriculture because I fell in love with it from the moment my parents introduced me to it. Without agriculture, the world just doesn't work.

8 hours ago

Sprint Wi-Fi 4:13 PM 16%

Instagram



1 like

horticoleture Throwback to my greenhouse and garden manager days at Judson High School holding the first watermelon I harvested that season with my squash, corn and sunflower behind me.

-  
I support Texas agriculture because it boundless opportunities and growing base of support among the young people of the state. From being a producer to a researcher, Texas is the place to be to get the most.

-  
@wtatronomyclub