



Club/Class Challenge Manual

Overview:

The CAO club division is designed to help students advocate for agriculture on their campus and in their local community. Participants receive resources and engage with others about agriculture by hosting events on campus, in the community, and virtually. Students can discuss current and emerging issues facing farmers and ranchers and tell personal stories.

Awards available:

Challenge Award

To receive a CAO Challenge Award, your club or class must complete at least one challenge during the program period and submit the appropriate form by November 27, 2026. The club or class that earns the most points in that challenge area based on the rubric will be named the challenge winner. Challenge award winners will receive an added 90 points. If there is a tie, the Animal Agriculture Alliance team will determine which club is the challenge winner based on which submission most impactfully promotes the mission of CAO. Each club is limited to winning two Challenge Awards.

CAO Excellence Award

To receive the CAO Excellence Award, your club or class must complete at least three challenges during the program period. The CAO Excellence Award winners will receive a CAO completion badge to share on social media and include in portfolios.

CAO Club Scholarship Winners

To receive the CAO Club Scholarship, your club or class must earn the most points during the program. The top three clubs that earn the most points overall will be recognized as the first, second, and third place winners. The more challenges the club or class completes and submits, the more likely they are to win.

- 1st place: \$1,500
- 2nd place: \$1,000
- 3rd place: \$500

The top three clubs and/or classes will also receive national recognition at the Animal Agriculture Alliance's annual [Stakeholders Summit](#). One student from the winning clubs and/or classes will be invited to attend the event.

Webinars and Activities

Description	Details	Points
Activity	Participate in the CAO kickoff event!	90
Activity	Participate in a special webinar about effectively using Instagram!	90
Activity	Submit a roster of your club members to start earning points in the College Aggies Online scholarship competition!	45
Activity	Join us for an awards ceremony on Friday, December 11 for the announcement of overall winners!	0

Challenge Areas:

Challenge Area Description	Example Events	Points
Connecting with Kids: Engage with grade school students (K-12) to become better informed about the production, distribution, and daily impact of agriculture. <u>Target Audience:</u> K-12 students	Schedule a presentation with a local elementary, middle, or high school class! The key to this challenge is knowing your audience. Reading a book or doing a fun craft activity about agriculture may be perfect for elementary-age students, but your club will need to step it up for the middle and high school students. Consider hosting an informative session about food production and the daily impact of agriculture. Remember to make it engaging by including some poll questions or maybe even a pop quiz at the end. Or you could go to a local farm with a few of your club members and host a virtual farm tour for K-12 students.	90
Campus Dining Collaboration: Develop a relationship between your club or class and your school's campus dining leaders so they turn to you as a resource when they have questions about how food is produced. <u>Target Audience:</u> Campus dining team	This challenge is all about getting to know your campus dining team. Your club or class can plan a virtual public roundtable event to discuss topics such as food waste or sustainability (invite foodservice personnel, farmers, dietitians, etc.), host a meet and greet with a foodservice manager to learn more about the process they currently use when questions arise about food production and safety, or collaborate with campus dining leaders to have them host a tour to explore various sectors of the food production and service industries. Your club or class can also invite campus dining leaders to speak at one of your club meetings.	135
Campus Event: Host an agriculture event on campus to engage your peers who aren't involved in agriculture. <u>Target Audience:</u> Fellow college students not familiar with agriculture	Host a "Barnyard Day" where students with backgrounds and majors outside of agriculture are invited to interact with livestock such as cattle, sheep, pigs, etc. Or members can organize an event where students can milk a dairy cow and eat ice cream! Your club could also host a virtual	135

	“Ask a Farmer” or “Ask a Dietitian” event and invite several farmers and/or dietitians to join a panel discussion to share about farming and/or food. Consider partnering with another club on campus to host a joint event! Depending on what your club or class wants to share about agriculture, you can host a booth on campus to engage with students not familiar with agriculture.	
Community Event: Host an agriculture event in your community to engage with people about agriculture. <u>Target Audience:</u> Parents, children, and community members not familiar with agriculture	Host a “Kids and Calves” event where parents bring their kids to visit a university dairy farm to see the cows and calves. Or, have your club or class partner with a local grocery store to set up an unmanned booth to share facts about agriculture with shoppers as they pass or wait in line to enter the store. You could also partner with a local library or after-school program to host interactive webinars about agriculture. This could stem into a social media challenge where you ask the parents, children, and community members to share “Agriculture is important because...”	90
Food Drive: Raise awareness about food insecurity and encourage donations to a local food bank. <u>Target Audience:</u> Grocery shoppers or fellow college students	Food banks are always in need of donations and support. Create a competition between campus organizations to see which club can collect the most non-perishable food items! Or partner with a local grocery store to set up an unmanned booth to collect non-perishable food items. Another way to raise awareness of food insecurity is to post about it on social media. Have your club or class members create an infographic or video about food insecurity to post on your club’s social media platforms and encourage your followers to donate to their local food banks!	45
Movie or Guest Speaker: Engage with students not involved in agriculture by watching a movie promoting agriculture or listening to a speaker emphasizing the accurate and positive message of agriculture. <u>Target Audience:</u> Fellow college students not familiar with agriculture	Movie: Partner with a non-agricultural organization to host a movie and popcorn showing of an agricultural film such as World Without Cows, <i>Farmland</i>, or <i>Food Evolution</i> with a Q&A at the end of the movie. Organize a “Moo-vie Under the Stars” event by partnering with another organization to project an agricultural	45

	movie on a large screen near a campus landmark. Guest Speaker: Organize a guest speaker who will share more about hot topics in agriculture in a way that the public or general campus community can understand. Speakers should focus on communicating to those not familiar with agriculture and address topics that consumers would want to learn more about.	
Newbies on the Farm: Encourage people not affiliated with agriculture to visit a working farm. Attendees must be surveyed for this challenge. <u>Target Audience:</u> Fellow college students not familiar with agriculture	Host a farm tour! Your club or class can partner with a non-agricultural organization (maybe a dietetics club that is already very interested in food) or promote the farm tour to other students not familiar with agriculture. Your club or class will be responsible for setting up the tour with a local farm.	135
Scary Food Myths: Share facts about meat, milk, poultry, and eggs with students on your campus. <u>Target Audience:</u> Fellow college students not familiar with agriculture	Host an event where your club or class members hand out candy with facts about food and agriculture taped to them! Or host a booth on campus to debunk food nutrition myths. You can also host a “Myth Busters” seminar to discuss various hot topics regarding food, partner with another organization to set up a “2 Truths, 1 Lie” booth on campus, or partner with another organization to play a trivia game centering on myths in agriculture!	135
Undeniably Dairy: Share the nutritional benefits of dairy and how dairy is produced with students on your campus who may not be familiar with agriculture. Attendees must be surveyed for this challenge. <u>Target Audience:</u> Fellow college students not familiar with agriculture <i>Sponsored by Dairy Management Inc.</i>	Your club or class could put together a booth to share information about dairy animal care, sustainability, or nutrition! Put together a short game for students to learn about dairy farming and survey them afterwards to see how much they learned. You could also host a meet and greet with a local dairy farmer, giving the farmer the opportunity to share more about what happens on the farm and answer any questions from students.	135
Aggies at the Capitol: Familiarize club members with the legislative process in your state and elevate the importance of agricultural issues to your representatives. <u>Target Audience:</u> Local legislators	Connect with a state agriculture association to learn more about important agriculture issues in your state, then visit your state legislature. Your club or class can invite state legislators to a club meeting to connect with members and discuss important issues or invite	135

	them to attend a farm tour with your club or class. If you are unable to meet in person, you can write a letter about a topic important to agriculture in your state or schedule a virtual teleconference!	
Ag Literacy Book Club Engage with college students and community members to increase their understanding of agricultural topics through literature. <u>Target Audience:</u> Fellow college students not familiar with agriculture	Host a book club focusing on agricultural literature! This challenge aims to foster discussions around agricultural issues, food systems, and sustainability through the lens of various authors. Encourage members to engage in thoughtful conversations, share their perspectives, and gain a deeper understanding of agriculture through reading. Here are some book ideas to get you started!	45
Pre-Planned Event* Submit an event your club already has in the works.	Clubs and classes are encouraged to take advantage of pre-planned events they will be hosting during the fall semester within the dates of the 2026 College Aggies Online program. <i>*If you're not sure if your pre-planned event meets the goals of CAO, send an email to collegeaggies@animalagalliance.org.</i>	TBD
Create Your Own!* Create your own challenge to engage your campus and community in agriculture.	Clubs and classes are encouraged to be creative when engaging about agriculture! If you have another idea for an event, email us about it! <i>*You are not guaranteed to receive points for submitting a create-your-own idea. Please send your idea to collegeaggies@animalagalliance.org. Be sure to email before you invest too much time in planning your event.</i>	TBD