

2025 AG BOOKS FOR KIDS

Marketing AD Contest

4th-5th

CRITERIA

1. 4th and 5th grade current Wyoming residents or current students of a Wyoming school are eligible.
2. **Read the book** "Full of Beans" by Peggy Thomas
3. **Instructions:** Using our scenario, create an advertisement marketing something you learned from reading the book. The slogan must contain at least 15 words.

The Scenario: *You have been asked to help spread the story of agriculture in your community. After reading "Full of Beans," create an advertisement including your own slogan and illustrate/design your new advertisement like it might appear on a billboard, newspaper, or magazine. The focus of your advertisement should be on something you learned from the book. The purpose of this activity is to get creative with sharing about agriculture.*

4. Please turn the ad in on 8 1/2" x 11" paper
5. Entries may be handwritten or typed
6. Cover Page is Required. You may use the cover page provided or create your own using the information on provided cover page. Please make sure all information is legible.
7. **Entry Deadline is March 28, 2025**
8. **Your county Farm Bureau Federation representative will make arrangements to pick up the entries for judging locally.**

Local Name/Contact Info:

PRIZES

- State winner receives a **\$50 gift card** and the book "Full of Beans"
- State runner-up receives a **\$25 gift card** and the book "Full of Beans"
- District winners (3 per district) receive a copy of the book "Full of Beans"



The marketing ad contest is a project of the Young Farmer & Rancher Committee of the Wyoming Farm Bureau Federation. "Ag Books for Kids" is a program that places agriculture books in Wyoming elementary school libraries. For more information, visit www.wyfb.org and click on the education tab. **For questions, contact your local county Farm Bureau Federation volunteer.** If you can't reach your local volunteer, contact WyFB at kclark@wyfb.org or 307-721-7719.



“Ag Books for Kids 2025”

Marketing Ad Contest

Cover Page (Required)

You may use this page or create your own using the information below. Please make sure all information is legible.

Student’s name:

Grade:

Age:

County:

Teacher’s name:

School Name:

School Address:

School Phone Number:



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Federation volunteer. If you can’t reach your local volunteer, contact WyFB at kclark@wyfb.org or 307-721-7719.



“Ag Books for Kids” 2025 Teacher Outline: “Full of Beans” Book

Suggested Materials for Classroom Visit:

1. “Full of Beans” by Peggy Thomas
2. 2025 “Ag Books” Contest Flyers

Step 1: Read Book:

“Full of Beans” by Peggy Thomas

Step 2: Contests:

Choose the corresponding contest to the classroom grade level. Complete contest entries and turn into designated county contact. The contest flyers are also available at <https://www.wyfb.org/Get-Involved/Education/Ag-Books-for-Kids>

- **Coloring Contest** – Kindergarten & 1st Grade
- **Poster Contest** – 2nd & 3rd Grade
- **Marketing Ad Contest** – 4th & 5th Grade

Step 3: Activity:

AFBF “Educator’s Guide” with activity ideas available from county Farm Bureau Federation volunteer.

Scan the QR link for files:



“Ag Books for Kids” 2025



EDUCATOR EVALUATION

Please circle the most appropriate answer to assist us in ensuring that this is a high quality program.

General Information: Our school is Urban Suburban Rural

My student's grade: Kindergarten First Second Third Fourth Fifth

1. The book “*Full of Beans*” is age appropriate for my students.

Strongly Agree *Agree* *Disagree* *Strongly Disagree*

2. The contest with the book is age appropriate for my students.

Strongly Agree *Agree* *Disagree* *Strongly Disagree*

3. I will use this book with my students next year on my own.

Strongly Agree *Agree* *Disagree* *Strongly Disagree*

4. This event was educational for my students.

Strongly Agree *Agree* *Disagree* *Strongly Disagree*

5. If it is possible, I would like this program again next year with a new book and activity.

Strongly Agree *Agree* *Disagree* *Strongly Disagree*

6. What did your students like best about the book and contest?

7. Comments and/or suggestions to improve the program:

Please return this evaluation with the contest entries or email to kclark@wyfb.org.