

2024 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** "Seed Soil Sun" by Cris Peterson
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 "Seed Soil Sun," 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.
 7. **Entry Deadline is March 29, 2024**
 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 "Seed Soil Sun"
- State runner-up receives a **\$25 gift card** and the book "Seed Soil Sun"
- District winners (3 per district) receive a copy of the book "Seed Soil Sun"



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 YF&R Coordinator Kerin Clark at kclark@wyfb.org or 307-534-6175.

**“Ag Books for Kids 2024”
Marketing Ad Contest
Cover Page (Required)**

Student’s name:

Grade:

Age:

County:

Teacher’s name:

School Name:

School Address:

School Phone Number:



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“Ag Books for Kids” 2024



Wyoming Farm Bureau Federation YF&R Committee **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 “Seed Soil Sun” 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.



“Ag Books for Kids” 2024 Teacher Outline:

“Seed Soil Sun” Book

Suggested Materials for Classroom Visit:

1. “Seed Soil Sun. Earth’s Recipe for Food” by Cris Peterson
2. 2024 “Ag Books” Contest Flyers

Step 1: Read Book:

“Seed Soil Sun. Earth’s Recipe for Food.” by Cris Peterson

Step 2: Contests:

Choose the corresponding contest to the classroom grade level. Complete contest entries and turn in to 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:

You can find an “Educator’s Guide” with activity ideas at our website wyfb.org under “Get Involved/Education”

Scan the QR link for all files:

