

**Wyoming Farm Bureau Federation**  
**Young Farmer and Rancher Committee**  
**Collegiate Discussion Meet—November 15, 2011**  
**Application deadline is Nov. 9, 2011**



**General Information**

This contest is designed to simulate a committee meeting where discussion and active participation are expected from each committee member. Through active participation in the Discussion Meet, contestants gain experience in analyzing and solving agricultural problems. The strength of Farm Bureau is largely its ability to involve members in analyzing agricultural problems. The Discussion Meet helps develop a greater command of basic discussion skills. Participants also acquire a better understanding of how people can think in groups for the sake of better understanding and solutions to problems.

The 2011 WyFB Collegiate Discussion Meet will be held on November 15, 2011 at the University of Wyoming College of Agriculture in Laramie. Contestant orientation will begin at 3:45 p.m., with preliminary rounds beginning at 4:15 p.m. The “Final Four” round will follow. *Times are subject to change pending number of contestants. Entered contestants will be given specific time instructions.*

**PRIZES**

- § The winner of the Collegiate FB Discussion Meet will receive:
- \$300 cash from the **Wyoming Farm Bureau Federation**.
  - \$50 gift certificate to UW Bookstore from the **UW College of Ag Office of Academic and Student Programs**.
  - Eligibility and travel expense reimbursement to compete in the 2012 American Farm Bureau Federation YF&R Collegiate Discussion Meet in Grand Rapids, Mich. Feb 18-20, 2012.
- § The runner-up will receive a \$150 cash prize from the **Wyoming Farm Bureau Federation**.
- § The third and fourth place finalists will receive a \$25 cash prize from the **Wyoming Farm Bureau**.

**Collegiate Discussion Meet 2011  
Wyoming Farm Bureau Federation Application and Information Sheet**

COMPETITOR'S NAME \_\_\_\_\_  
(as it should appear in a program)

PHONETIC PRONUNCIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_  
Street or rural route City & state Zip code

E-MAIL \_\_\_\_\_ PHONE \_\_\_\_\_

NAME OF COLLEGE \_\_\_\_\_

MAJOR \_\_\_\_\_

HOME STATE \_\_\_\_\_

PERMANENT ADDRESS \_\_\_\_\_  
Street or rural route  
\_\_\_\_\_  
City, state & Zip code

Gender \_\_\_\_\_ AGE \_\_\_\_\_ DATE OF BIRTH \_\_\_\_\_  
Month Day Year

**BIOGRAPHICAL INFORMATION**

1. Please give a 3-line biographical sketch below of you to use for display purposes only.

WyFB reserves the right to use your photos and/or any video footage for use in promoting Farm Bureau. The photos and/or video footage of undersigned competitor may also be available to sponsors of Farm Bureau events.

SIGNED \_\_\_\_\_  
COMPETITOR

**Please return this entry form to:**

Kerin Clark, WyFB YF&R Coordinator  
PO Box 685, Torrington, WY 82240

Questions??? Call 866.272.2197, 307.532.2002 or KCLARK@WYFB.ORG

OR

UW College of Ag contestants may give application to Kelly in the Office of Academic Programs.

**Applications are due November 9, 2011**

## **Competitor Qualifications**

1. The WyFB Collegiate Discussion Meet is open to undergraduate college students at the University of Wyoming or any of the Wyoming Junior Colleges. Competitors must also be involved in a college of agriculture with at least a minor in an agricultural field of study. (The undergraduate status is at the time they qualify for the national competition, not necessarily the national competitive event itself.)
2. Competitors shall be between the ages of 18 and 35. They shall not have reached their 36th birthday by February 28<sup>th</sup> of the year in which they will compete at the AFBF YF&R Leadership Conference.
3. Individuals who have competed in a previous AFBF Collegiate Discussion Meet or AFBF Discussion Meet are ineligible.
4. Past and present AFBF YF&R committee members are ineligible.
5. States should screen competitors so that professional speakers do not compete. Professional speakers are those who have received a fee, royalty or honorarium for speaking (i.e., paid speaking appearances or speaking engagements) within 24 months prior to this annual competition. This excludes reimbursement for travel or expenses attendant to the appearance.
6. County, State and American Farm Bureau employees are not eligible. Competitors shall not be enrolled in a graduate level program at the time of their state Collegiate Discussion Meet competitive event.

## **Competition Objectives**

Farm Bureau's strength depends on its members' ability to analyze agricultural issues and decide on solutions that best meet their needs. The Collegiate Discussion Meet is an activity designed to build these crucial skills in young, active leaders in agriculture on the collegiate level. By participating, members build basic discussion skills, develop a keen understanding of important agricultural issues and explore how groups can pool knowledge to reach consensus and solve problems.

As a leadership training and self-improvement activity, the Collegiate Discussion Meet experience will:

1. Stimulate logical thinking and a desire for accurate information.
2. Develop a concise and direct manner of speaking.
3. Improve the ability to listen.
4. Aid the participant in overcoming timidity or stage fright.
5. Assist the individual in the practice of giving and receiving criticism in a helpful manner.
6. Teach the value of compromise.
7. Develop leaders for effective problem solving through group discussion.

## Background Information

- The Collegiate Discussion Meet is a competition promoted by the Wyoming Farm Bureau Federation Young Farmer & Rancher Committee.
- The Collegiate Discussion Meet is designed to simulate a committee meeting where discussion and active participation are expected from each committee member.
- The competitors will discuss pre-selected topics.
- The four fundamental bases of general discussion are:
  - Cooperation
  - Constructive Criticism
  - Problem Solving
  - Communication
- The discussion should not be "conversation" or aimless talk, nor should the participant take the role of a persuasive speaker. The participant should try to cooperatively shed light on the problem and tentatively retain a flexible position.
- A successful participant is a productive thinker rather than an emotional persuader. Sometimes it's reasonable to change positions whenever new information and ideas are presented.
- This is not a panel symposium wherein each participant, in turn, makes a presentation, with the moderator ending the session with a summary. Rather, it is an exercise in cooperative problem solving, with the questions, answers and statements coming from any person at any time. The moderator plays an inactive role during the discussion.

## Helpful Hints For Competitors

- Study as much material as possible relating to the overall topic. Sources: library, newspapers, magazines, Farm Bureau policies, county, state, and American Farm Bureau publications and conversations with experts or knowledgeable people.
- The Collegiate Discussion Meet should be a conflict of ideas, not personalities. **Remember this is a discussion, not a debate.**
- Be prepared to ask questions, state facts and opinions, and urge others to be specific.
- Be aware of the audience, but generally address the panel. Speak loud enough to be heard by the whole audience.

- Participate whenever your contribution will further the discussion. Do not monopolize the discussion.
- Make notes of key points as the discussion proceeds for use in summary statement.
- Use the one minute of quiet time to organize your closing statement.
- Stand and make your closing statement to the audience. Use accepted speech techniques. Stay within the time limit.

### **Competition Format**

1. All competition facilitators and competitors will meet in the pre-assigned competition room for orientation to receive comments by the room chairman. The competition facilitators are WyFB designated room Chairmen and WyFB designated Moderators.
2. Competitors may not take prepared notes of any form with them to the competition table. At the point a note is brought to the table and is noticed by the competition facilitator, there will be a disqualification called at the end of the round by the Discussion Meet Chair, the WyFB Committee Chair and/or the WyFB Coordinator.
3. The Collegiate Discussion Meet questions will not be provided at the competition table during rounds of competition.
4. The room chairman will call the meeting to order, announce the topic to be discussed, and introduce the timekeeper and moderator.
5. The moderator will introduce the competitors and re-announce the topic to be discussed. He/she will give each of the competitors, in voluntary order, the opportunity to make a 30-second opening statement directed to the audience.
6. The timekeeper may stand or otherwise indicate when 30 seconds has elapsed. Judges may subtract points at their discretion for competitors who abuse the time limit.
7. The moderator will then indicate the opportunity for open discussion, which will continue for a total of 20 minutes in the preliminary rounds and the Final Four competition. The discussion should be directed to the fellow competitors during open discussion.
8. The timekeeper will indicate to the moderator when five minutes of open discussion time remains for preliminary rounds and for the Final Four round. The moderator will indicate to competitors the time remaining by raising a table tent. He/She will ensure each competitor has seen the table tent before it is removed.
9. If the discussion is lagging, the moderator may close the discussion at this time.
10. The timekeeper will indicate to the moderator when 20 minutes in the preliminary rounds and Final Four competition have elapsed.
11. The moderator will call for open discussion to stop and for one minute of quiet time allowing the competitors to consider a closing statement.
12. The moderator will give each of the competitors, in voluntary order, the opportunity to make a one-minute closing statement directed to the audience.
13. The moderator will recognize the judges and request them to leave the room with the room

chairman to finalize the tabulation of their score sheets. Judges are not to confer with each other until the room chairman has collected their tabulated score sheets.

14. The next round topic to be discussed will be announced.
15. The moderator will thank the panel and ask the audience to recognize their efforts. The moderator may then request the competitors to each discuss their education and background, any ag experience and future aspirations.

## Competition Structure

### Orientations

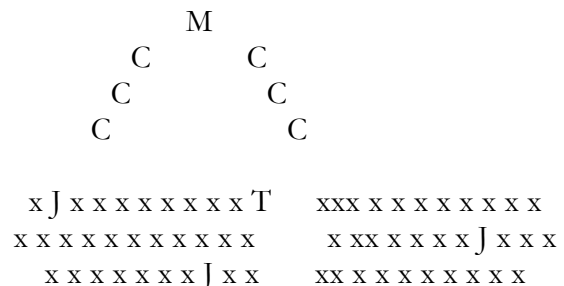
1. Collegiate Discussion Meet Orientation
  - a. All competitors are required to attend.
  - b. Roll call of competitors.
  - c. Release of Collegiate Discussion Meet topic time schedule.
    - First Round topic will be announced during Orientation
    - Each subsequent round topic announced at close of prior round
  - d. Distribute competition room locations.
2. Judges' Orientation
  - a. Review judge's duties in **Roles and Responsibilities of Competition Facilitators** along with any announcements.
  - b. Review timing sequences.
  - c. Allow time for questions.
  - d. Roll call of judges.
  - e. Distribute competition room locations.
3. Volunteer Orientation (Timekeeper)
  - a. Held 30 minutes before competition begins.
  - b. Roll call of timekeepers.
  - c. Distribution of time schedule.
  - d. Distribution of time cards.
  - e. Distribute competition room locations and Round Robin bracket sheets.

### Competition

1. All competitors will compete in a preliminary round of competition. Each round will have four to six competitors.
2. The four highest-ranking competitors will advance to a final round of competition known as the "Final Four."
3. Judges are not permitted to attend any rounds preceding those in which they judge.

4. The physical arrangements of the Collegiate Discussion Meet rooms should provide for two tables at the front of the room facing each other and the audience. Half the participants should be seated at each table with the moderator in the center. Name cards identifying competitors should be visible to both the moderator and audience. Cards should show only the competitor's name, not their state.

**Room Layout**



M = Moderator      C = Competitor      J = Judge      T = Timer      X = Audience

**Flow of Competition**

Generally speaking, the discussion should follow these steps:

1. State problem or need.
2. Explore, define, and understand problem or need.
3. Identify causes of problem or need.
4. Elaborate all possible alternative solutions.
5. Evaluate and compare alternatives.
6. Test and project what appears to be the best solution.
7. Arrive at ways to implement the solution.

## Scoring

The room chairman will supervise the final tabulation by the judges. Judges will use the point system indicated on the score sheet to assist in selecting their winners. Each judge will be instructed to total his/her score sheet and rank the competitors. Each judge is to break ties that occur on his/her own score sheet. The room chairman will assist the judges in determining the final ranking of the competition.

1. The winner will be determined by judges' ranking, and ties will be resolved before the judges are dismissed.
  - a. Ties will be broken at the end of each of the preliminary round competitions and the Final Four by an automatic procedure using Cooperative Attitude as the first tie breaker, followed by Problem Solving and Delivery, respectfully. In the event of an unresolvable tie between all three categories, total points from judges' score sheets will be used to resolve the tie. The room chairman will assist with this process.
2. When possible, the above procedure should be conducted in a private room, with only the judges, room chairman, and Collegiate Discussion Meet chairman present.
3. After competing in one round of preliminary competition, each competitor will be ranked according to his/her scores. From this final determination, the Final Four competitors will be chosen.
4. In the event that there are more than 20 Collegiate Discussion Meet participants competing at the WyFB Collegiate Discussion Meet, the WyFB YF&R Committee has the option to institute another eliminating round prior to the Final Four round.



## Discussion Meet Topics for 2011 Collegiate Discussion Meet

1. Are the current and proposed Renewable Energy Policies beneficial to all segments of American agriculture? Why or why not?
2. How can we convince the public that the animal agriculture industry balances production efficiencies with the public's expectations of animal care?
3. Have farmers and ranchers effectively utilized social media to educate and influence the public? What strategies can be implemented to expand the interaction between producers and consumers?
4. How do we capitalize on the growing world demand for agricultural products?
5. What role, if any, should agriculture play in addressing health and obesity issues?

## 2011 Discussion Meet Resources

### **ARE THE CURRENT AND PROPOSED RENEWABLE ENERGY POLICIES BENEFICIAL TO ALL SEGMENTS OF AMERICAN AGRICULTURE?**

Renewable Energy Programs in the 2008 Farm Bill

CRS report August 2010

[www.nationalaglawcenter.org/assets/crs/RL34130.pdf](http://www.nationalaglawcenter.org/assets/crs/RL34130.pdf)

Effects of Increased Biofuels on the U.S. Economy in 2022

USDA, ERS, October 2010

<http://www.ers.usda.gov/Publications/err102/>

The Growing Importance of Renewable Fuels

Interview With AFBF Economist John Anderson, June 2010

<http://www.fb.org/index.php?fuseaction=newsroom.newsclip&id=69491>

### **HOW CAN WE CONVINCING THE PUBLIC THAT THE ANIMAL AGRICULTURE INDUSTRY BALANCES PRODUCTION EFFICIENCIES WITH THE PUBLIC'S EXPECTATIONS OF ANIMAL CARE?**

**Cargill Appears On Oprah To Clear Mystery Of Beef Processing**

**Drovers Journal, Feb. 3, 2011**

<http://www.cattlenetwork.com/cattle-news/latest/Cargill-appears-on-Oprah-to-clear-mystery-of-beef-processing.html>

Animal Ag Alliance

<http://www.animalagalliance.org/current/index.cfm>

U.S. Farmers and Ranchers Alliance

<http://www.usfraonline.org/>

Advocates for Ag

<http://advocatesforag.com/>

<http://www.advocatesforag.blogspot.com/>

Conversations on Care

<http://www.conversationsoncare.com/about-us.aspx>

### **HAVE FARMERS AND RANCHERS EFFECTIVELY UTILIZED SOCIAL MEDIA TO EDUCATE AND INFLUENCE THE PUBLIC?**

Discover Your Social Web: An Ohio Farm Bureau Guide to Social Media VERSION 2.0

Ohio Farm Bureau

[http://ofbf.org/uploads/Social-Media-Guide-V2\\_single-pages-PRESS.pdf](http://ofbf.org/uploads/Social-Media-Guide-V2_single-pages-PRESS.pdf)

Cause Matters

<http://www.causematters.com/>

Social media category

<http://www.causematters.com/category/social-media/>

Farmer Enthusiasm For Social Media Leads

To Creation Of The Agchat Foundation  
[http://www.agchat.org/docs/PRESS\\_RELEASE.pdf](http://www.agchat.org/docs/PRESS_RELEASE.pdf)

Agchat Foundation  
<http://agchat.org/>

Social Media Bridges Consumer-Producer Gap  
AFBF  
<http://www.fb.org/index.php?fuseaction=newsroom.focusfocus&year=2009&file=fo0720.html>

Farmers Must Connect With Consumers, 2010  
<http://www.farmweeknow.com/story.aspx/stallman/farmers/must/connect/with/consumers/1/39250>

Illinois Corn Checkoff Board Invests in Future Online Advocacy  
<http://www.ilcorn.org/icmb-news/44-illinois-corn-checkoff-board-invests-in-future-online-advocacy/>

Follow Farm Bureau on Twitter, Facebook, and blogs  
<http://www.fb.org>

## **HOW DO WE CAPITALIZE ON THE GROWING WORLD DEMAND FOR AGRICULTURAL PRODUCTS?**

Growing Beef Consumption in Japan Could Benefit U.S. Producers  
*Amber Waves*, Feb. 2011  
<http://www.ers.usda.gov/AmberWaves/March11/Findings/GrowingBeef.htm>

Export Programs at Work  
[http://www.fas.usda.gov/mos/Success\\_Story/2010%20OTP%20Final%20Success%20Story%20Report%20-%202010-14-10.pdf](http://www.fas.usda.gov/mos/Success_Story/2010%20OTP%20Final%20Success%20Story%20Report%20-%202010-14-10.pdf)

Chinese Agricultural Exports Provide Growing Competition  
USDA-FAS  
[http://www.fas.usda.gov/info/WebStories/China\\_Export\\_020311.asp](http://www.fas.usda.gov/info/WebStories/China_Export_020311.asp)

Agricultural Productivity Strategies for the Future: Addressing U.S. and Global Challenges  
CAST paper, January 2010  
<http://www.cast-science.org/displayProductDetails.asp?idProduct=168>

Ag research Wise Investment  
Delta Farm Press, Dec. 1, 2010  
<http://deltafarmpress.com/government/ag-research-wise-investment-0>

## **WHAT ROLE, IF ANY, SHOULD AGRICULTURE PLAY IN ADDRESSING HEALTH AND OBESITY ISSUES?**

Addressing the Obesity Challenge  
3rd Quarter, 2010 *Choices* magazine  
<http://www.choicesmagazine.org/magazine/block.php?block=51>

USDA Selects Massachusetts to Test Ground-Breaking Nutrition Pilot Program  
*SNAP Recipients to Receive Incentives for Healthy Eating*  
<http://www.fns.usda.gov/cga/PressReleases/2010/0413.htm>

Will Calorie Labeling in Restaurants Make a Difference?

<http://www.ers.usda.gov/AmberWaves/March11/Features/CalorieLabeling.htm>

Food Environment Atlas-USDA, ERS

<http://www.ers.usda.gov/foodatlas/>

Why Do So Few Americans Choose A Healthy Diet?

<http://www.ers.usda.gov/Publications/eib48/spreads/21/index.htm>

## Collegiate Discussion Meet Rating Sheet

**Participants' Names**  
(Left of Moderator)

**Participants' Names**  
(Right of Moderator)

				Superior - 100 Excellent - 80 Good - 60 Fair - 40 Poor - 20			
			_____ _____ Total of 700 points possible.				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(1) <b>COOPERATIVE ATTITUDE:</b> (200 points) A. Listening, asking pertinent questions, airing all points of view, securing major agreement, minimizing major differences. (100 points) B. Courtesy to other participants, encourage discussion from other participants. (100 points)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(2) <b>PROBLEM SOLVING AND IMPLEMENTATION:</b> (100 points) Ability and judgement in seeking answers and solutions, planning and organizational understanding implementing action programs.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(3) <b>DELIVERY:</b> (100 points) Voice quality, loudness, clear enunciation, communication skills, desirable sentence structure and interesting choice of words.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			(4) <b>ANALYSIS OF TOPIC OR PROBLEM:</b> (100 points) Does competitor attempt to identify problem causes and remain on topic? Knowledge, extent and accuracy of facts.				
			(5) <b>OPENING STATEMENT:</b> (100 points) Definition of problem, importance, causes, effects, relevancy of problem.				
			(6) <b>CLOSING STATEMENT:</b> (100 points) Ability to summarize discussion and formulate direction for the future.				
			Total score for each competitor is to be tabulated by Judge.				
			<b>← TOTAL</b> Any tie scores are to be broken by Judge.	<b>TOTAL →</b>			
			<b>← RANK</b> Rank competitors: <b>1(highest) – 4(lowest)</b>	<b>RANK →</b>			

**SIGNED:** \_\_\_\_\_  
(Room Chairman)

**SIGNED:** \_\_\_\_\_  
(Judge)