

## Agriculture Literacy Speaking Middle School

### Objective:

To develop the ability of young FFA members to competently express themselves as they communicate about agriculture "Farm to Fork" processes to an audience less-informed about the agriculture industry.

### A. Rules and Regulations

1. The event is open to all middle school students who have been or are involved in local agricultural education courses and FFA. Students participating in this event must be bona fide FFA members.
2. Each district will determine the number of individuals per school allowed to compete at the district level, if a district event is held. Each district may send the top two individuals, with up to two additional teams identified as alternates, to the state level competition regardless of ribbon color awarded at the district level.
3. An Agriculture Literacy Speaking participant may not participate in both Agriculture Literacy and Discovery Speaking in the same year, nor may a student compete in an event which they previously won at the state level.
4. Each speech will be no more than four minutes and no less than two minutes in length. Participants will receive a warning at the three-minute point. One point will be deducted for each second that the student speaks over time or under time. A maximum of three minutes of additional time will be allowed to each participant to answer questions asked by the evaluators.
5. A cover page shall be included at the front of the speech manuscript, and it must include the participant's name, chapter, "Agriculture Literacy Speaking Leadership Development Event", and the title of the speech. A bibliography must be included as part of the participant's manuscript, and direct quotes from any source of information must be in quotes on the manuscript and identified with the bibliography. **APA** format is to be used for references and citations. Cover page and bibliography, in APA format, are mandatory. **Charts and other visual aids, including audio-visual presentations, are allowed to assist the participant in delivering the message; however, no point changes should result from use or lack of use of audio-visuals.**
6. At the state competition the Nebraska FFA Association computer and display screen will be provided with Microsoft PowerPoint and access to the internet. Student may bring their own computer and appropriate adapter if desired. Students will be responsible for bringing, or accessing online, their own digital presentation if they so choose to use one. Students will have a maximum of 5 minutes to set up their visual aids immediately prior to the start of their presentation time. Nebraska FFA Association will not collect visual aids prior to the event to preload on provided computers.
7. The participant's use of a manuscript while speaking is prohibited at the district and state event; index cards are acceptable.

8. State-qualifying participants will submit an electronic typewritten copy of the complete manuscript including cover page and bibliography for the state event. District event coordinators shall determine and communicate the number of copies required for the district level of competition. The copies must be brought to the district event as instructed by the district coordinator. For state competition, manuscript copies must be submitted to the Nebraska FFA state office by the date designated on the Nebraska FFA Association website.
9. A middle school student may choose a broad approach to "farm to fork" or he/she may focus the speech on one area. Examples include production, transportation, marketing, processing, or the consumer. Students may also choose to focus their "farm to fork" message around a particular AFNR pathway: agribusiness systems, animal systems, environmental services and natural resources systems, food products and processing systems, plant systems, or power, structural and technical systems.

Essential questions to consider:

- a. What are the various processes from production to consumption for the food supply?
- b. How do the food choices of consumers impact the environment, producers, and farms or ranches?
- c. How does the rising population impact production and the process food will take to get from the producer to the consumer?

## **B. Suggested Guide for Conducting District FFA Agriculture Literacy Speaking Leadership Development Event**

### *Prior to the Event*

1. The order of appearance to be used shall be determined in advance of the event.
2. Provide the following to each evaluator:
  - a. Agriculture Literacy Speaking Rules (this document)
  - b. Scoring Rubric – one per participant
  - c. Official Score Card/Results Sheet
  - d. Order of Appearance Roster
  - e. Manuscripts of Speeches

### *Start Event*

1. Each participant will be introduced by the individual coordinating the event. Introduction will include the participant's name and chapter.  
*Example: The next speaker is Alex Greenhand of the Blue and Gold FFA Chapter.*
2. After the participant is finished, the timer will record the time and forward to the evaluators.
3. Each participant is to be allowed a maximum of three minutes for questioning by the evaluators. These questions are to be based on the speech content. The answer or the question must be stopped at the three-minute point.

### *After Event*

1. Each evaluator shall total each participant's score and arrive at the placing. Discussion between evaluators is allowed and encouraged. Audience members and participants **shall not** be present during evaluator discussion.

2. Ribbons may be awarded according to the guidelines on the results sheets. The top four participants shall be ranked, regardless of their ribbon assignment, and up to two individuals regardless of their ribbon rating at the district level may advance to the state round of competition. Advancing speakers are to be of high quality.
3. A critique sheet shall be completed for each participant.
4. Two copies of the results should be completed on the form provided to the judges. List the name and chapter of each participant.
5. District FFA board representatives must verify membership of the all state-qualifying competitors within one week of the district event.

*Event Attire*

1. Each participant shall wear the official FFA dress as defined in the FFA Manual.

**C. Official Score Card**

Topic relevance.....	65
Persuasive explanation of position on topic ....	15
Logical order and unity of thought .....	30
Spelling and grammar.....	35
Quality of resources .....	30
Manuscript written according to guidelines ....	25
Oral and non-verbal communication:	
Supporting evidence .....	75
Persuasive use of evidence .....	75
Pace .....	75
Command of audience.....	100
Eye contact.....	50
Mannerisms and gestures .....	50
Poise.....	75
Response to questions:	
Response to questions .....	100
Knowledge of topic .....	<u>200</u>
<b>Total.....</b>	<b>1000</b>

Time Penalty: one point shall be deducted for each second under time or over time

**D. Awards Recognition**

1. District Awards: Participants meriting awards shall be rated as purple, blue, red, or white and the top four participants shall be ranked by number (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>). Each district may send the top two contestants, with up to two additional contestants identified as alternates, to the state round of competition.
2. State Awards: Participants in the state event will be designated as gold, silver, or bronze medal recipients.

### AGRICULTURE LITERACY SPEAKING EVENT CRITIQUE SHEET

Participant: \_\_\_\_\_ FFA Chapter: \_\_\_\_\_

INDICATOR	Very strong evidence of skill is present 5-4 points	Moderate evidence of skill is present 3-2 points	Strong evidence of skill is not present 1-0 points	Points Earned	Weight	Total Points
<b>Topic relevance</b>	Topic addressed is relevant to the "farm to fork" concept in the agriculture industry.	Topic addressed shows some relevance to the "farm to fork" concept in the agriculture industry.	Topic addressed an issue that is irrelevant to the "farm to fork" concept in the agriculture industry.		X 3	
<b>Comments:</b>						
<b>Persuasive explanation of position on topic</b>	Position clearly stated and ample evidence is provided.	Position is not obvious and evidence is not clearly provided.	Position is not stated and evidence is not provided.		X 3	
<b>Comments:</b>						
<b>Logical order and unity of thought</b>	Clearly organized and concise with strong introduction, body and conclusion layout.	Good organization with few statements out of place or lacking in clear construction.	Little to no organization is present; sometimes awkward and lacking construction.		X 6	
<b>Comments:</b>						
<b>Spelling/grammar (sentence structure, verb agreement, etc.)</b>	Spelling and grammar are extremely high quality with two or less errors in the document.	Spelling and grammar are adequate with three to five errors in the document.	Spelling and grammar are less than adequate with six or more errors in the document.		X 7	
<b>Comments:</b>						
<b>Quality of resources</b>	Resources are from reputable sources.	Resources are from questionable sources.	Resources are unreliable and invalid.		X 6	
<b>Comments:</b>						
<b>Manuscript written according to guidelines</b> <small>*Judges are advised not to review manuscripts during presentations.</small>	<b>5 points</b>		<b>0 points</b>			
<b>Double-spaced formatted to 8½" x 11" with 1" margins 12 point serif (Times new roman, Cambria, etc.) or sans serif font (Ariel, Calibri, etc.)</b>					X1	
<b>Cover page with speech title, participant's name, chapter and event</b>					X1	
<b>APA style for references and citations</b>					X3	
<b>Comments:</b>						
<b>Sub-total Points</b>						

<b>Oral communication and non-verbal communication</b>						
<b>INDICATOR</b>	<b>Very strong evidence of skill is present 5-4 points</b>	<b>Moderate evidence of skill is present 3-2 points</b>	<b>Strong evidence of skill is not present 1-0 points</b>	<b>Points Earned</b>	<b>Weight</b>	<b>Total Points</b>
<b>Supporting evidence</b>	Examples (stories, statistics, etc.) are vivid, precise and clearly explained.	Examples are usually concrete and sometimes need clarification.	Examples are sometimes confusing leaving the listeners with questions.		X 15	
<b>Comments:</b>						
<b>Persuasive use of evidence</b>	Exemplary use of evidence to persuade listeners.	Sufficient use of evidence to persuade listeners.	Has difficulty using evidence to persuade listeners.		X 15	
<b>Comments:</b>						
<b>Pace</b>	Speaks very articulately at rate that engages audience.	Speaks articulately but occasionally speaks too fast or has long unnecessary hesitations.	Speaks too slow or too fast to engage audience.		X 15	
<b>Comments:</b>						
<b>Command of audience</b>	Speaker uses appropriate emphasis and tone to captivate audience.	Speaker presents speech as mere repeating of facts and speech comes across as a report.	Speaker lacks enthusiasm and power to engage audience		X 20	
<b>Comments:</b>						
<b>Eye contact</b>	Constantly looks at the entire audience (90 to 100 percent of the time).	Mostly looks around the audience (60 to 80 percent of the time).	Occasionally looks at someone or some groups (less than 50 percent of the time).		X 10	
<b>Comments:</b>						
<b>Mannerisms and gestures</b>	No nervous habits are displayed. Hand motions are expressive and used to emphasize talking points.	Sometimes exhibits nervous habits. Hands are sometimes used to express or emphasize.	Displays some nervous habits. Hands are not used to emphasize talking points; hand motions are sometimes distracting.		X 10	
<b>Comments:</b>						
<b>Poise</b>	Portrays confidence and composure through body language (stance, posture, facial expressions)	Maintains control most of the time; rarely loses composure.	Lacks confidence and composure.		X 15	
*-1 point per second under 2 minutes or over 4 minutes by the timekeeper				<b>Sub-total Points</b>		

<b>Response to questions</b>						
<b>Response to questions</b>	Is able to respond with organized thoughts and concise answers.	Answers effectively but has to stop and think and sometimes gets off focus.	Rambles or responds before thinking.		X20	
<b>Knowledge of topic</b>	Answer shows thorough knowledge of the subject and supports answer with strong evidence.	Answer shows some knowledge of the subject but lacks strong evidence.	Answer shows little knowledge of subject and lacks evidence		X40	
					<b>Sub-total Points</b>	
-1 point per second under 2 minutes or over 4 minutes by the timekeeper						
					<b>Total Points</b>	

**GENERAL COMMENTS:**

**AGRICULTURE LITERACY SPEAKING EVENT SCORE SHEET**

Participant: \_\_\_\_\_ FFA Chapter: \_\_\_\_\_

<b>Content of Speech – 200 points</b>				
<b>INDICATOR</b>	<b>Very strong evidence of skill is present</b>	<b>Moderate evidence of skill is present</b>	<b>Strong evidence of skill is not present</b>	<b>Total Points</b>
<b>Topic relevance</b> <i>(65 points maximum)</i>				
<b>Persuasive explanation of position on topic</b> <i>(15 points maximum)</i>				
<b>Logical order and unity of thought</b> <i>(30 points maximum)</i>				
<b>Spelling/grammar (sentence structure, verb agreement, etc.)</b> <i>(35 points maximum)</i>				
<b>Quality of resources</b> <i>(30 points maximum)</i>				
<b>Double-spaced formatted to 8½" x 11" with 1" margins, 12 point font</b> <i>(5 points maximum)</i>				
<b>Cover page with speech title, participant's name, chapter and event</b> <i>(5 point maximum)</i>				
<b>APA style for references and citations</b> <i>(15 points maximum)</i>				
<b>Oral communication and non-verbal communication – 500 possible points</b>				
<b>Supporting evidence</b> <i>(75 points maximum)</i>				
<b>Persuasive use of evidence</b> <i>(75 points maximum)</i>				
<b>Pace</b> <i>(75 points maximum)</i>				
<b>Command of audience</b> <i>(100 points maximum)</i>				
<b>Eye contact</b> <i>(50 points maximum)</i>				
<b>Mannerisms and gestures</b> <i>(50 points maximum)</i>				
<b>Poise</b> <i>(75 points maximum)</i>				
<b>Response to questions – 300 possible points</b>				
<b>Response to questions</b> <i>(100 points maximum)</i>				
<b>Knowledge of topic</b> <i>(200 points maximum)</i>				
<b>Sub-total Points</b>				
-1 point per second under 2 minutes or over 4 minutes by the timekeeper				
<b>Total Points</b>				

**GENERAL COMMENTS:**