**AG SALES**

I am very excited to announce an opportunity to qualify to represent West Virginia in the Ag Sales CDE at the 2024 National FFA Convention! The best part is, you do not have to know anything about the contest! All the training will be provided for your team. The preliminary training will take place at the October CDEs. Your students will then be assigned a mentor from the University. Then, they will return to December CDEs to compete. I am very excited we are able to bring this opportunity to our members. You will need to register your team through Judging Card. We were waiting for the announcement to roll out before adding this to Judging Card, so please do not be concerned if Ms. Elizabeth has not added it yet.

Please see the official notice from our friends in Extension below:

Are you interested in agricultural entrepreneurship? Join the first annual FFA Agriculture Innovation track with college students from the WVU Davis College and faculty from WVU Extension, the WVU Encova Center for Innovation and Entrepreneurship and the WVU Launch Lab. This hands-on hybrid track includes two days of fun activities and three follow-up remote sessions with college mentors. Learn the principles of innovation, practice your communication and marketing skills, and explore agricultural entrepreneurship in West Virginia. This track is open to teams of four high school students enrolled in FFA. Completion of this track is required for entry to the statewide Agricultural Sales Competition (in December of 2023). The winning team of the December competition will represent West Virginia at the National FFA Agricultural Sales Competition.

Schedule

October 5th, 2023: 11:00am-6:00pm

10:30am Registration opens

11:00am -12:00pm     Opening/Welcome/Team Meetings

12:00pm -1:00pm        Lunch

1:00pm - 6:00pm        Team Activities: Principle of Innovation and Entrepreneurship

October 6th, 2023: 8:00am-1:00pm

8:00am-9:30am          Reflection/Pitch Practice/Next Steps

10:00am-1:00pm         Field Trip / Meet the Ag Entrepreneur / Lunch

October/November Hybrid Session (60-90 minute sessions scheduled and hosted via zoom by college mentors based on team’s availability)

Session 1: Using a Lean Canvas

Session 2: Pitch Development

Session 3: Presentation/Competition Preparation

