



CONTEST TOPIC

GROWING UP ON A FARM

- What's life like for kids growing up on the farm?
- What responsibilities do they have?
- What are they learning?
- How does farming teach kids to be responsible and resilient?
- What do farm kids do for fun?

SHOW US IN A REEL!

ABOUT THE CONTEST

Utah Farm Bureau is telling the story of Agriculture and we need your help.

Submitted Reels will be used in promoting Ag. We are looking for Reels that give consumers a glimpse of what it is like to farm and ranch. Reels that answer consumers' questions. Reels that correct misconceptions about Ag.

Who better to tell the Ag story than YOU? Submit Reels to your county folder at the QR code below:



QR Code for Contest Google Drive Folder

**STATE SUBMISSION
DEADLINE
OCTOBER 1**



GET "REEL" WITH AGRICULTURE VIDEO CONTEST



Sponsored by

Utah Farm Bureau
Women's Leadership

DEADLINES

- County contest deadlines should be on or before October 15.
- County first place winning entries in each of the three divisions must be uploaded to the Contest Google Drive [use the QR code on back of brochure] on or before October 31.

JUDGING

- Accurate to agriculture practices
- Organization & quality of video
- Delivery, special effects & music
- Clear message--understandable
- Interesting--fun and engaging

The County Farm Bureau Women's Chair is responsible for overseeing county judging.

The state contest will be judged by qualified individuals selected by the state Women's Committee. Decision of the judges will be final.

PRIZES

STATE WINNERS:
(In each division per video)

- 1st place: \$150.00
- 2nd place: \$100.00
- 3rd place: \$50.00

COUNTY WINNERS:

Determined by each county.



TIPS

Your Instagram Reel will be accepted in video lengths of 30, 60, or 90 seconds. The algorithm prefers shorter length videos. The shorter and catchier, the better.

Hashtags are one of the most effective ways to expand your reach on Instagram and grow your audience. Hashtags are what allows interested searchers to find your content.
#farmbureauwomen, #farming, #agriculture
#farm, #farmlife, #utahfarmbureauwomen

CONTEST RULES

PURPOSE:

The purpose of this contest is to create accurate and entertaining reels that connect people to agriculture.

CATEGORIES:

- Division I: Adults
- Division II: 7-9 Grade
- Division III: 10-12 Grade

CONTENT:

Videos should be true to life. Portrayals of characters and objects should be based in fact.

REQUIREMENTS:

Reels should be 30, 60, or 90 seconds long. Submit your Reel on the Google Drive [use the QR code on back of brochure]. Your Reel file name should be your name-your county. [i.e. Sam Smith-Salt Lake County] A Reels Contest Submission Form (located in the Google Drive) is required for each video submission.

