



Helping Communities Grow **Chapter Recognition Program** **2010**

PROGRAM OVERVIEW

The goal of the *Helping Communities Grow* chapter recognition program is to give FFA chapters the opportunity to help their communities become better informed about the positive role of plant nutrients, fertilizers and related agricultural issues through educational, community building and hands-on activities. Students will gain skills in leadership, public speaking, team building and community awareness while increasing knowledge of soil science and agricultural issues.

Students in each chapter will develop a community-based program using the Nutrients for Life Foundation curriculum, *Nourishing the Planet in the 21st Century*, and other NFL Foundation and FFA resources to present directly to community members. Chapters will select a theme in which their activities will be based and be responsible for setting goals and objectives, implementing a plan of action and measuring results. After the project is complete, each chapter will submit an application summarizing their program to compete for a monetary reward.

Each chapter (up to 30 in each state) will receive a participation grant in the amount of \$300 following the submission of the completed project. Monetary rewards of \$7,000, \$3,000, and \$1,000 will be awarded to the first, second, and third place chapter programs, respectively, in each participating state. In addition, each participating chapter that completes the requirements will be awarded a certificate of completion recognizing its community involvement.

In addition, the Nutrients for Life Foundation will match each chapter that applies to the program with a fertilizer industry professional in its community who will be available for career development opportunities. Through interaction with an industry expert, students will develop agricultural occupation and career skills and will gain firsthand insight about the fertilizer industry.

The Nutrients for Life Foundation designed this program with the intent that it would provide student, chapter, and community development opportunities and help chapters fulfill their Program of Activities (POA) requirements. Founded in 2004, the Foundation provides science-based information to help educate people about the valuable role fertilizers play in feeding our growing world. All information developed by the Foundation is based on soil and plant science and supported by agronomists, including those at the International Plant Nutrition Institute. The Foundation's curriculum, *Nourishing the Planet in the 21st Century*, was created by the respected Biological Sciences Curriculum Study (BSCS) in conjunction with educators around the world and has been reviewed by the Smithsonian Institution.

ELIGIBILITY

This program is open to all FFA chapters in good standing in Florida, Idaho and Iowa. All members participating in the program must be members of the FFA chapter that is listed on the application.

PROJECT ACTIVITY OVERVIEW

Projects are not limited in scope or style. The Nutrients for Life Foundation encourages chapters to be innovative in their approach and consider a variety of verbal, written, and artistic demonstrations to achieve their goals.

Each chapter project and related activities should:

- Communicate the vital role that fertilizers and nutrients play in feeding the world, nourishing plants and the environment and contributing to our overall well being
- Incorporate, but not be limited to, the *Nourishing the Planet in the 21st Century* curriculum (downloadable at www.nutrientsforlife.org)
- Integrate one of the suggested themes (see below) throughout the project goals, objectives and activities
- Include community support and involvement
- Include innovative ideas and methods of accomplishing desired objectives

SELECTION PROCESS

Applications will be sent directly to the Nutrients for Life Foundation and judged by its team of industry advisors. Scoring will be on a 100 point scale and will include a series of standards related to the goals and objectives, project implementation and results and measurement of each chapters project. A judging rubric is included for reference.

AWARDS

The top three chapters in each state will be awarded the following prizes:

- First Place: \$7,000
- Second Place: \$3,000
- Third Place: \$1,000

Winning chapters will be notified directly on Monday, May 17th. Press releases will be sent to local media announcing the winners in their respective communities and highlighting the project results and impact. Template articles and press releases will be provided to state FFA organizations and chapters for promotion in newspapers, magazines and newsletters.

All participating chapters whose applications meet the requirements will receive a certificate of completion, recognizing their service to the community. The first 30 chapters in each state to submit a project, will receive a \$300 mini grant. The three winning chapters from each state are ineligible for the mini grant.

IMPORTANT DEADLINES

- **Friday, March 26**
Letter of intent and pre-project summary due
- **Monday, May 3, 2010**
Final applications due
- **Monday, May 17, 2010**
Award winners notified
- **June 2010**
Award ceremony for winners at state FFA Convention

APPLICATION PROCESS

Each chapter must submit the following materials no later than Monday, May 3, 2010 unless otherwise indicated:

1. Intent to participate and pre-project summary, signed by chapter advisor (before April 15)
2. Completed application form, signed by chapter advisor
3. Essay questions (responses limited to 150 words per question)
4. Timeline of project activities
5. Letter of reference from community group/organization
6. Supporting documentation showcasing chapter project

Please ensure that your chapter's application includes all of these required documents before submitting. Incomplete applications will not be reviewed.

Completed applications should be mailed directly to:

Nutrients for Life Foundation
Helping Communities Grow Chapter Recognition Program
First Street, NE, Suite 430
Washington, D.C. 20002

APPLICATION MATERIALS

Intent to Apply/Pre-Project Summary

This form should be filled out and submitted before March 25, 2010. It will require you to briefly outline the intended goals of your chapter project and your intent to apply to the program. Note: this does not require that you do apply. Upon receipt of the form, the Nutrients for Life Foundation will match your chapter with a fertilizer industry professional in your community who can help provide insight about the industry and offer professional development service opportunities.

Application Form

This form requires basic chapter information and includes an application checklist. An advisor's signature is required on this form. Please check to ensure that your application includes all of the necessary materials.

Project Theme

Each chapter should select one of the following themes for its project. Key messaging of the theme should be woven throughout the project. An outline of core messages related to these themes is in the attached documents.

- **Nourishing Our World**
Our growing world population needs an increasing amount of safe, affordable and nutritious food. However, we are limited by the supply of adequate farmland and need to grow more with less therefore increasing efficiency.
- **Keeping the Earth Green**
Nutrients can enhance soil fertility, and minimize losses to the environment when applied at the right time, place and rate using best management practices. Nutrients also allow us to grow more on existing farmland without encroaching on space reserved for wildlife and wildlife habitat.

Project Activity Timeline

Each chapter will document their activities throughout the length of the project. A sample timeline is attached and should include an activity description, dates, number of chapter participants and number of community participants.

Essay Questions

This section includes five essay questions for each chapter to answer in 150 words or less. The questions will be based on the experiences throughout the course of the chapter's community project.

Supporting Documentation

All supporting documentation must be submitted with the final application and may include video, photo, and/or audio clips. These materials should be directly related to your project goals and results. You will be judged on the organization and presentation of these materials as well as the relevance to your project. Video and audio materials should be stored on a flash drive or DVD/CD and packaged with the other application materials.

Letter of Recommendation

The letter of recommendation must be from one of the community members that your chapter reached out to during your project. Please have them sign, seal and mail it to:

Nutrients for Life Foundation
Helping Communities Grow Chapter Recognition Program
820 First Street, NE, Suite 430
Washington, D.C. 20002

QUESTIONS

If your chapter has any questions about the application process or materials, please contact Nutrients for Life's Harriet Wegmeyer at 1-800-962-9065 or ffaprogram@nutrientsforlife.org.

Helping Communities Grow Project Theme Descriptions

Nourishing Our World

Definition: Our growing world population needs an increasing amount of safe, affordable and nutritious food. However, we are limited by the supply of adequate farmland and need to grow more with less therefore increasing efficiency.

Performance Areas	Claims	Facts*
Increasing Food Availability	Fertilizer nutrients enable us to grow more food using the same or less land.	Recent research found that fertilizer is associated to 40-60% of the average crop yields in the U.S. and England. This number tends to be even higher in the tropics. From 1900-2000, worldwide food production jumped 600% and allowed the world population to grow from 1.7 billion in 1900 to 6.7 billion today. (New York Times) World population has doubled (100% increase) in 40 years from 1968 (3.55 billion) to 2008 (6.8 billion). It is now estimated that the population will be a little over 8 billion people by 2025. That's 100,000,000 a year, or 237,972 a day.
	Fertilizer is made from natural elements.	97% of fertilizers used in North America are made from natural sources like the air (containing 97% nitrogen) as well as ancient ocean deposits for potassium and phosphate.
	The nutrients in fertilizers are the same as those found in nature. Fertilizers are safe when properly applied at the right rate, right time and in the right place.	There is no difference between fertilizer NH ₄ and NH ₄ derived from the soil. Fertilizers are inspected and the contents are identified on labeling.
Increasing Food Quality	Nutrients help produce crops with higher amounts of proteins, vitamins, and other life giving elements.	By the year 2025, the population of the world will be a little over 8 billion people. That's 100,000,000 a year, or 273,972 a day.
Affordable Food for All	Nutrients ensure healthy food remains affordable.	While people in other countries spend between 15% and 50% of their income for food, North Americans spend only about 10%. With the help of commercial fertilizer, North American farmers are able to produce the most abundant, nutritious, and affordable food in the world.

Helping Communities Grow Project Theme Descriptions

Keeping the Earth Green

Definition: Nutrients can enhance soil fertility, and minimize losses to the environment when applied at the right time, place and rate using best management practices. Nutrients also allow us to grow more on existing farmland without encroaching on space reserved for wildlife and wildlife habitat.

Performance Areas	Claims	Facts*
Balancing Soil Nutritional Needs	Soil quality is improved by replacing nutrients removed for food, fiber, and energy.	Each year typical North American corn crops remove more than 5.7 billion pounds of nitrogen from our soils. This nitrogen is replaced by the judicious application of fertilizer and manure based nutrients.
	Proper nutrient replacement helps prevent desertification and soil productivity losses.	Soil organic matter cannot be built without nitrogen.
		Desertification often begins as deforestation in lesser developed countries, followed by soil erosion and loss of nutrients based on use. The United Nations estimates that over 30% of the world's land is affected by desertification
Improving or Maintaining Air Quality	Fertilizers can be applied at the right rate, time and place using BMPs to reduce losses to the air.	The U.S. fertilizer industry continually works to increase the efficiency of its production facilities and reduce plant emissions. An annual survey shows that fertilizer manufacturers have reduced their emissions by more than 70% per ton produced since the Environmental Protection Agency began tracking plant emissions in 1987.
		Ammonia emissions have been reduced by more than 70 percent per ton produced since EPA began tracking plant emissions in 1987.
		Nitrous oxide emissions can be reduced by up to 50% through BMP implementation
Increasing Wildlife Habitat	Nutrients allow farmers to produce more without being forced to bring marginal land and wildlife habitat into production.	Farmers are producing about 2.7 times as much food today on virtually the same land area under cultivation as in 1960. If we were producing 1960 yields for today' demand, we would require virtually all the land currently devoted to wildlife and wetland habitats.
Protecting Water Quality	Nutrient losses to water can be reduced by applying fertilizers at the right rate, time and place using best management practices.	Nitrogen leaching is reduced by as much as 36 to 66 percent through the implementation of 4R BMPs.
		Phosphate losses to waterways can be reduced by as much as 72 to 95 percent through the implementation of \$R BMPs.



Helping Communities Grow Chapter Recognition Program
Letter of Intent and Pre-Project Summary

CHAPTER INFORMATION		
Chapter Name:	Chapter Number:	State:
Advisor Name:	Advisor Number:	Advisor E-mail:
School Name and Address:		

Briefly describe a summary of activities planned to complete this project to promote the role of plant nutrients and fertilizers in your community.

Briefly describe the type of groups and/or community organizations that will benefit from this program and the anticipated outcomes and community benefits from the activities described above.

We understand that we are to complete and submit all necessary application materials by **May 3, 2010** in order to be considered for the Nutrients for Life Foundation *Helping Communities Grow* 2010 FFA Chapter Recognition Program.

Signature of Chapter Advisor

Date



Helping Communities Grow Chapter Recognition Program
Essay Questions

Please answer each question in 150 words or less.
If you need more room please attach a separate sheet.

Essay Questions:

What were your primary goals and objectives of the project, and how did they relate to your theme?

How did you achieve your goals and objectives? Summarize your plan of action.

What were the most rewarding elements of your project?

Describe the results of your project, and how they were measured.

How did your initial strategy and plan of action change throughout the course of the project? What lessons did you learn? Is there anything you would do differently?



Helping Communities Grow Chapter Recognition Program
Chapter Information Form

CHAPTER INFORMATION		
Chapter Name:	Chapter Number:	State:
Advisor Name:	Advisor Number:	Advisor Alt. Number:
School Name and Address:		Advisor Signature:
Advisor E-mail:	# of Chapter Members:	# of Members Participating:
COMMUNITY REFERENCES		
Please list the community organization(s) your chapter reached out to and their contact information. If you need extra space please attach a separate sheet.		
Organization:	Organization:	
Contact Name and Information:	Contact Name and Information:	
PROJECT INFORMATION		
Please select your project theme:		
<input type="checkbox"/> Nourishing the World <input type="checkbox"/> Keeping the Earth Green		
Please check carefully in order to ensure that your chapter has included the following required documents to complete your application.		
<input type="checkbox"/> Application information form <input type="checkbox"/> Essay questions (5) in less than 150 words each <input type="checkbox"/> Activity timeline with dates and information <input type="checkbox"/> Letter of recommendation from community group/organization <input type="checkbox"/> Supporting materials (photo, video, or audio)		
Please select the type of supporting materials included in your application		
<input type="checkbox"/> Photos <input type="checkbox"/> Video <input type="checkbox"/> Audio <input type="checkbox"/> Other _____		



**Helping Communities Grow Chapter Recognition Program
Judging Rubric**

Goals and Objectives (15 points)	Below Average	Average	Above Average	Points
Measurable and specific Realistic Related to the theme Tied to the Nutrients for Life curriculum Challenging				
Project Implementation (30 points)	Below Average	Average	Above Average	Points
Clear procedure/steps Educational Innovative Unique Beneficial Related to theme				

Results/Evaluation (40 points)	Below Average	Average	Above Average	Points
Goals were achieved				
Benefits to community				
Impact				
Educational				
Supporting documentation				
Overall Presentation (15 points)	Below Average	Average	Above Average	Points
Grammar and spelling				
Organization of materials				
Followed instructions				
Creativity				
				TOTAL:

Judge's Notes