

2023 NEBRASKA FFA AGRICULTURAL SALES
Districts 3, 4, & 10
Northeast Community College, Norfolk, NE

Contest Overview The purpose of the Agriculture Sales Career Development Event (CDE) is to provide an individual with the basic skills to take advantage of the career opportunities offered in the agricultural sales field. Sales are an essential part of a market economy. Agricultural products benefit from sales skills, both for inputs for production and the marketing of the products. For this year's product information, click the links below to take you to UNL's CDE Website.

<http://alec.unl.edu/agedcde/ag-sales>

Contest Schedule The Agricultural Sales Event is scheduled from 9:00am-1pm on Monday, February 27, 2023. It will be held at the Lifelong Learning Center. Teams will be given a scheduled time ahead of the contest to deliver their individual presentations. All members of the team will be required to present individually to different judges at the same time. Please show up 15 minutes earlier than your scheduled presenting time to The College Welcome Center, Room 1108B. This is a new location from previous years. Students will not be allowed to present at different times. Any students that show up after their allowed time will not be allowed to present. Scheduled times will be assigned at a later date.

Required Supplies for Students The **ONLY** allowable items include:

A one-inch prepared binder containing the provided product information and any other information gathered by the participant that may include:

- Pricing Sheet
- Product Specifications
- A Blank Notepad
- Calculator (not a cell phone)
- Writing Utensils

Prohibited Items *(will result in 10 point deduction of sales practicum for each)*

- Business Cards
- The physical product

Rules and Format The team will be composed of four students, and all four individual scores will count toward the team total. The NE State Superintendent has provided the information about the product that will be used for the District and State contest:

<http://alec.unl.edu/agedcde/ag-sales>

Format The event will be composed of **two** parts. Individual scores will be comprised of the multiple choice exam and individual sales activity. The team score will be comprised of all individual scores from the individual written exam and the individual sales activity.

A. Individual Written Exam—100 points (400 points total)

The written exam is designed to evaluate an individual’s knowledge of sales skills. The questions will be generated based on basic sales concepts. The test will consist of 25 multiple choice questions, each of which will be worth 4 points.

B. Individual Sales Activity—150 points (600 points total)

Participants will directly sell the product to judges. The judge will fit the customer profile identified below. The judge will act as a real customer which may include not buying the product. Participants will have to establish rapport with the customer and ask probing questions to ensure they meet the customer’s needs. We will be using the new Individual Sales Call Rubric from the state competition. You can view this rubric at the link above.

*Participants will have 15 minutes to interact with the judge. Allowed time is subject to be reduced depending on registration numbers. Judges will be instructed to end the activity once time has expired. Participants are allowed to use their one-inch product information binder during individual activity, along product brochures or business cards. Offering discounts or promotions is not allowed, nor is having the physical product itself. Points will be deducted if participants are not in official FFA dress.

Scoring	Individual	Team
Written Exam	100 pts	400 pts
Individual Sales Activity	150 pts	600 pts
Total Points	250 pts	1,000 pts

Scoring Rubrics Scoring rubrics will match those to be utilized at the NE State FFA Ag Sales Contest.

Customer Scenario

Background: Students are an independent seed salesperson for a local Nebraska retailer selling certified seeds, based out of central Nebraska. You offer three varieties of UNL hard red winter wheat. Students are selling to a midsized family farm that wishes to expand its crop rotation.

Variety 1: Ruth

Husker Genetics Ruth brand (NE10589) is awned, tan glumed cultivar that is moderately late in maturity. It is a semidwarf variety and approximately 33 inches in height. It has moderate straw strength and good winter hardiness. It is resistant to Soilborne wheat mosaic virus and moderately resistant to stem rust, moderately susceptible to leaf rust, stripe rust, Fusarium head blight. It is moderately resistant to moderately susceptible to Hessian fly. It is susceptible to barley yellow dwarf virus and wheat streak mosaic virus. Recommended for across Nebraska on dryland acres. It was developed by the Nebraska Agricultural Experiment Station and USDA-ARS.

Variety 2: Robidoux

Husker Genetics Robidoux brand NI04421 was co-developed by the University of Nebraska and the USDA-ARS. It is moderately late in maturity and best adapted to western rainfed areas where drought is common and on irrigated production sites. It is moderately resistant to stripe rust and moderately resistant to moderately susceptible to stem rust. It is moderately susceptible to leaf rust. It is susceptible to Hessian fly, wheat streak mosaic virus, and common bunt. Noncomplementary varieties include Millennium and Wahoo.

Variety 3: Epoch

Epoch, the newest hard red winter wheat developed by the University of Nebraska and the USDA-ARS. Epoch is tested as NE15420, is ideally suited for irrigated production and intensive management in western Nebraska, where it has excelled for grain yield and test weight in the Nebraska State Variety Trial. Epoch is a short stature, semi-dwarf line with excellent straw strength to reduce lodging under irrigation.

Seeding Rates *(see note):

- Dryland acres: 85 lbs/acre
- Irrigated acres: 120 lbs/acre

Prices:

- \$18 per 50 lb unit
- 2,000 lb totes hold 40 units per tote – extra \$20 charge per tote
- Delivery charge: \$0.50 per 50 lb unit
- Treated Seed: fungicide & insecticide - \$4 per 50 lb unit

Note: We will NOT be including the Team Activity at the District level this year. Please be sure to include the Team Activity as you prepare your students to compete at the State level.

Contest Superintendent Contact Information

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