

Ag Students Bring Agriculture to Life

University of Missouri students win second annual contest.

Students from the University of Missouri (MU) captured the most votes in the second annual Reach Teach Learn Student Video Contest that wrapped up early January. Teams from Sam Houston

State University and Oklahoma State University placed second and third, respectively.

The contest, consisting of three phases, encouraged college students to tell their

story of agriculture. First, students were asked to upload short video clips to the contest web site. These clips were then made available to everyone participating in the second phase, which asked teams

to compile a complete video from these clips and their own footage. Finally, the winning video was decided by a combination of a voting phase held on the contest web site and a decision from a panel of judges.

Students were encouraged to participate in the contest through various incentives, including a \$25 gift card for each short clip they submitted during the first phase. Top videos were also awarded \$5,000, \$2,000 and \$1,000 for first through third place, respectively.

Teams from the University of Florida, Michigan State University, the University of Wisconsin-River Falls and Ohio Northern University also competed. Nearly 4,000 votes were cast from 889 voters.

“We are extremely pleased with the outcome of the student video contest and the participation we had,” says Jeff Mellinger, global leader, sales and marketing, for Alpharma Inc. Animal Health, the company that sponsors the Reach Teach Learn initiative. “Congratulations are due to the University of Missouri team — and all the others that participated in the contest. This is just a small, but we hope significant, step in improving consumer purchasing decisions.”

Many decisions consumers make about the food they buy translate through the food chain to producers through retailers, suppliers and distributors. These decisions affect how producers raise their animals and grow crops. Consequently, consumer decision-making is a concern across the country in all phases of the agriculture industry.

Alpharma’s Reach Teach Learn program is a grassroots educational program that supports local school districts and colleges through initiatives that encourage students to learn more about agriculture and how their food is produced, and then share their insights and the information they learned.

“When it comes to modern agricultural practices, there are great gaps between fact and fiction and between the knowledge of those involved in the industry and those who are not,” Mellinger says. “Alpharma is reaching out to help educate students, their parents, teachers and other influencers to make educated, smart purchasing decisions.”

Alpharma looks forward to running the contest again next fall, and also plans to add more initiatives to its Reach Teach Learn program to reach out to a greater audience and further benefit our communities.

You can view the winning videos at www.reachteachlearn.com/videos or www.youtube.com/reachteachlearn.

