



Brought to you by:



WHO:	High School FFA students & Collegiate Farm Bureau members
WHAT:	A social media challenge to #SpeakAg
WHERE:	Facebook or Instagram
WHEN:	September through December
WHY:	Engage with consumers, develop advocacy skills, and win money for your chapter!
INFO:	https://www.michfb.com/agriculture/education/student-programs

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

Purpose of the #SpeakAgMichigan Challenge:

The #SpeakAgMichigan Challenge is a four-month social media campaign for high school and college students to advocate for agriculture. Each month, participants highlight a specific commodity or ag-related theme using creative and informative posts. Students can choose from a variety of post challenges to complete each month.

Who Can Participate:

High School Division: Any Michigan FFA chapter can participate using their chapter's Facebook or Instagram account. One individual may post on the chapter's social media account, but this is a chapter-level competition.

Collegiate Division: All active, registered Collegiate Farm Bureau members are eligible to participate through their personal Facebook or Instagram account. There is no chapter competition. Please make sure all posts are set to "Public" view, so judges can access your posts.

How to Register:

- Register online at <https://wkf.ms/3TVmhnI> August 1 and December 31.
- After registering, you and/or your advisor will receive a confirmation email with social media instructions and the monthly sharegraphics.

Challenge Rules:

- **EXTRA CREDIT!** Competitors can earn up to ten extra credit points each month by reading MFB's monthly Community Action Group article and submitting answers to the corresponding questions. See more info after the Challenge Timeline.
- Each month, participants must complete **five** total posts:
 - The first post of the month must be the official **MFB sharegraphic** (A standalone image designed for users to manually download and post on their own feeds to spread awareness.)
 - The remaining four posts can be anything within the monthly topic area.
- All posts must include **#SpeakAgMichigan** and tag **@MichiganFarmBureau**.
- Posts must be **public** and shared during the assigned month to receive full points.

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

- Participants will receive monthly feedback and scores via email.
- A leaderboard will be shared in October, November, and December.
- Collegiate participants must post at least 3 of the 4 months to qualify for prizes.
- A leaderboard will be shared in October, November, and December.
- Collegiate participants must post at least 3 of the 4 months to qualify for prizes.
- To earn FULL points, posts must be shared in the commodity's designated month.
- Make sure posts related to the #SpeakAgMichigan Campaign are set to public.
- provides your audience with a clear understanding of what your campaign's purpose is during the month and what they should expect to see on your page.
- The first of each month, judges will critique the month's posts and provide feedback as well as an overall score based on the rubric below. Emails will be distributed to chapters and collegiate members to provide praises and suggestions to consider implementing in the future months.
- A leaderboard for September, October, and November will be shared on Michigan Farm Bureau's Facebook page for each division.
- December's points will be compiled and added to the final scores in January.

Awards:

High School Division: Top 10 FFA chapters will receive cash prizes ranging from \$100 to \$1,000, sponsored by Michigan Farm Bureau and the Michigan Foundation for Agriculture. Winners will be recognized at the Michigan FFA State Convention.

Collegiate Division: Top 3 individuals will receive cash prizes, and their Collegiate Farm Bureau chapters will also receive matching awards:

- 1st Place: \$500 (member + chapter)
- 2nd Place: \$300 (member + chapter)
- 3rd Place: \$200 (member + chapter)

Winners will be recognized at the Growing Together or Young Farmer Leaders Conference.

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

Challenge Timeline:

August:

- Registration opens on August 1st.

September:

- Upon registration, FFA Chapters and Collegiate members receive their welcome email and commodity sharegraphics.
- The five challenges are completed and posted, along with the monthly commodity sharegraphic, through September 30th.

October:

- Leader Board posted for September.
- Critiques and praises provided via email.
- The five challenges are completed and posted, along with the monthly commodity sharegraphic, through October 31st.

November:

- Leader Board posted for October.
- Scores provided via email.
- The five challenges are completed and posted, along with the monthly commodity sharegraphic, through November 30th.

December:

- Leader Board posted for November.
- Scores provided via email.
- The five challenges are completed and posted, along with the monthly commodity sharegraphic, through December 31st.

January:

- Winners will be notified via email and announced on the Michigan Farm Bureau Facebook page in January.

February:

- Collegiate Division winners and their advisor will be recognized at the 2026 Growing Together Conference.

March:

- The High School Division winners will be recognized during the 2027 Michigan FFA State Convention.

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

Extra Credit –Community Action Group Engagement:

As part of the #SpeakAgMichigan Social Media Challenge, participants will engage with Michigan Farm Bureau's Community Action Group (CAG) content each month to dig deeper into agricultural issues and strengthen their advocacy voice.

Here's how it works:

- **Read the CAG Article**

Each month, an article will be emailed to all competitors that aligns with the monthly #SpeakAgMichigan theme.

- **Answer the Monthly CAG Questions**

- A short set of reflection or discussion questions will accompany each article.
- Participants must answer all questions to receive credit.
- Responses should reflect thoughtful engagement with the topic.

- **Submit by the Deadline**

- All answers must be submitted via email to: WU-CAGLOOP@FBINSMI.COM by the last day of each month to earn points.

- **Earn Points**

- Participants can earn up to 10 points each month by submitting complete and thoughtful answers.
- These points count toward their overall #SpeakAgMichigan Challenge score.

- **Receive Peer Responses**

At the beginning of the following month, participants will receive a collection of CAG responses submitted by Farm Bureau CAGs across the state — great for idea sharing and expanding your perspective.

- **Why It Matters**

- This connects your voice to broader conversations happening across Michigan.
- It's a chance to grow your understanding, build leadership skills, and collaborate with others in the Farm Bureau community.

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

Scoring Rubric for _____

The scoring rubric is based off National FFA's Agriculture Communications contest.

INDICATOR	Excellent 16-20 points	Good 11-15 points	Average 6-10 points	Needs Improvement 1-5 points	Points Earned 0-20 points	Weight	Total Points
Message & Topic	Message is clear, compelling, memorable, and perfectly matches the topic.	Clearly addresses the topic with a logical message.	Somewhat follows topic but lacks focus.	Does not stay on topic or message is confusing.		X2	0-40
Accuracy & Credibility	Information is completely accurate, well-supported, and builds trust.	Information is accurate and appropriate.	Minor inaccuracies or limited support.	Multiple factual errors or unsupported claims.		X2	0-40
Audience Engagement	Highly engaging, memorable, and inspires action or discussion.	Holds audience attention and communicates effectively.	Somewhat engaging but limited impact.	Unlikely to capture attention or encourage action.		X	0-20
Creativity & Storytelling	Original, memorable, and tells a compelling story.	Creative approach enhances the message.	Some creative elements used.	Little creativity or originality.		X2	0-40
Visual & Technical Quality	Professional-quality visuals, editing, and overall presentation.	Good visuals, audio, and editing.	Some technical issues present.	Poor quality or distracting visuals/audio/editing.		X	0-20
	TOTAL POINTS (0-160)						
	Extra Credit Points (Up to 10)						

JUDGE FEEDBACK:

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

Monthly Focus Areas:

September Challenges: Beyond Sensational Claims: Exploring Food Processing and Food Choices.



Your first post of the month must be:

- ☐ MFB's #SpeakAgMichigan Beyond Sensational Claims Share Graphic

Create **four** challenges to complete and share on your social media platform for the month of September. Here are some examples but creativity is encouraged. See social media posting tips on how to really elevate your posts!

- ☐ Compare two versions of the same food and explain how processing affects convenience, shelf life, safety, nutrition, cost or availability.
- ☐ Read a nutrition label and explain what you learned about ingredients or food processing.
- ☐ Interview a farmer, dietitian, food scientist, or food processor about how food moves from the farm to your plate.
- ☐ Prepare or share a recipe using Michigan-grown ingredients and talk about the role processing may play in getting those ingredients to your kitchen.
- ☐ Bust a common myth about processed or ultra-processed foods using credible sources.
- ☐ Highlight a career in food science, food manufacturing, nutrition, or food safety.
- ☐ Consider how you can intertwine your CAG discussion/answers into your posts

Resources:

- <https://www.fda.gov/food/nutrition-food-labeling-and-critical-foods/ultra-processed-foods>
- https://www.canr.msu.edu/news/what_is_a_processed_food

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

October Challenges: Supply Chain-From Farm to You:
Following the Journey of Our Food

Your first post of the month must be:

- ☐ MFB's #SpeakAgMichigan Supply Chain Share Graphic



Create four challenges to complete and share on your social media platform for the month of October. Here are some examples but creativity is encouraged. See social media posting tips on how to really elevate your posts!

- ☐ Trace the journey of one agricultural product from the farm to the consumer.
- ☐ Visit a local agribusiness, elevator, processor, grocery store, or transportation hub and explain its role in the supply chain.
- ☐ Interview someone whose job supports the agricultural supply chain (truck driver, grain merchandiser, processor, retailer, etc.).
- ☐ Explain how weather, transportation, or global events can impact getting food to consumers.
- ☐ Create a visual timeline or infographic showing each step in the supply chain.
- ☐ Highlight a career that keeps Michigan's agricultural supply chain moving.
- ☐ Consider how you can intertwine your CAG discussion/answers into your posts.

Resources:

- <https://localfood.ces.ncsu.edu/food-system-supply-chain/>
- <https://www.nasda.org/policy-priorities/food-systems/>

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

November Challenges: Labor: The People Behind our Food

Your first post of the month must be:

- ☐ MFB's #SpeakAgMichigan Labor Share Graphic



Create four challenges to complete and share on your social media platform for the month of November. Here are some examples but creativity is encouraged. See social media posting tips on how to really elevate your posts!

- ☐ Interview someone working in agriculture about the skills they use every day.
- ☐ Highlight a career in agriculture that helps produce, process, transport, or market food.
- ☐ Explore how technology and innovation are changing agricultural jobs.
- ☐ Share examples of teamwork required to produce a Michigan agricultural product.
- ☐ Discuss why having a reliable agricultural workforce is important for farmers and consumers.
- ☐ Recognize someone in your community who contributes to agriculture.
- ☐ Consider how you can intertwine your CAG discussion/answers into your posts.

Resources:

- <https://www.ers.usda.gov/topics/farm-economy/farm-labor>
- <https://www.fb.org/issue/labor>

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

December Challenges: The Price Behind the Plate-
Understanding the Expenses of Agriculture

Your first post of the month must be:

- ☐ MFB's #SpeakAgMichigan the Price Behind Agriculture Share Graphic



Create four post to complete and share on your social media platform for the month of December. Here are some examples but creativity is encouraged. The examples do not have to be used. See social media posting tips on how to really elevate your posts!

- ☐ Interview a farmer about one of the biggest costs they face; whether it's equipment, fuel, feed, labor, or something less obvious like time away from family.
- ☐ Highlight the personal sacrifices farmers and agricultural workers make throughout the year to help provide food, fuel, and fiber. Consider holidays, family events, long workdays, or unpredictable weather.
- ☐ Explain how weather, markets, or rising input costs affect the decisions farmers make throughout the year.
- ☐ Research one farm input (seed, fertilizer, fuel, labor, equipment, etc.) and explain why it is important to agricultural production.
- ☐ Highlight a career in agricultural economics, farm management, finance, or agricultural lending.
- ☐ Consider how you can intertwine your CAG discussion/answers into your posts.

Resources:

- <https://www.fb.org/intel/markets/farmers-receive-less-than-6-cents-of-the-food-dollar>
- <https://www.ers.usda.gov/data-products/commodity-costs-and-returns>

2026 Michigan Farm Bureau #SpeakAgMichigan Challenge

Additional Resources:

- Michigan GROWN, Michigan GREAT www.michigangrown.org
- Michigan State University Extension www.msue.anr.msu.edu
- CommonGround www.findourcommonground.com
- Best Food Facts www.bestfoodfacts.org
- U.S. Farmers & Ranchers Alliance www.fooddialogues.com
- Animal Agriculture Alliance www.animalagalliance.org
- American Farm Bureau Foundation for Agriculture www.agfoundation.org

Social Media Best Practices:

1. Be positive in your photos, captions, and overall voice.
2. Avoid acronyms, jargon or "production" terms.
3. Use simple, consistent design. Consider creating one template and utilizing it for all your #SpeakAgMichigan posts to create consistency and expectation with your audience.
4. Videos increase your overall audience reach.
5. Have permission from individuals and/or businesses before filming or photographing.
6. Credit your source of information in your caption or on your post.
7. Respond to questions timely and seek to understand and bring awareness rather than educate. "Educating" someone assumes the individual knows nothing about the topic, when they may just not be aware of the correct information.
8. Sarcasm and humor are hard to interpret through social media. If you think what you are saying could be misinterpreted, do not post it.
9. Once you post, nothing is ever truly deleted. Don't say anything you can't take back.
10. If you don't know the answer to a consumer's question—don't fake it. Tell the person you don't know, and offer what information you can, such as "At our FFA chapter..." or "On our farm..."
11. Don't be afraid to refer people to reliable and trustworthy websites for more information—but remember you are the expert on your farm.
12. Remember you are representing your FFA or Collegiate Farm Bureau chapter, your high school or college institution, both your community and the agriculture community and most importantly - yourself.