

2021 IAFE Agriculture Awards

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DATE: **March 2021**
TO: IAFE Fair Members
FROM: Agriculture Committee



The purpose and objectives of the Ag Awards is gathering information and sharing with fellow member Fairs. Because of the COVID-19 pandemic many fairs were unable to operate or did so in a very different fashion , yet others were able to conduct a traditional event. Because of the varied circumstances the IAFE Agriculture Committee recognized the IAFE contests needed to be revised. Thus, for some contest categories, fairs will identify if their annual event was presented “traditionally” or “non-traditionally” . The 2021 IAFE Agriculture Contests purpose remains the same:

- Strengthen agricultural education and awareness programs.
- Identify ways to be of service to exhibitors, the fair-going public and agriculture industry.
- Recognize fairs which excel in agriculture programing and promotion.

How to Enter

All entries must be submitted in digital format on www.iafecontest.com. Please read the following rules and the category submittal forms carefully for entry format and file size limits.

DEADLINE:

All entries must be uploaded by October 1, 2021.

PROCEDURES:

Visit www.iafecontest.com for detailed instructions and to view an instructional video on how to submit your entries. Be sure to have the following 2 pieces of information before visiting the site:

1. E-mail Address (use to login or signup)
2. 2021 Fair Attendance

Fairs which participated in the 2020 Agriculture Awards program already have an account established. If you need assistance please contact Brittney Harper brittneyh@fairsandexpos.com or 800.516.0313.

GUIDELINES:

1. **Entries in all the categories are a result of your 2021 fair season. There are categories if your event was held as a traditional event or non-traditional (i.e., virtual, mini version)**
2. Each entry must be original concept or program of the fair submitting the entry.
3. Each fair may submit only 1 entry per category (unless otherwise noted). A specific program/event/theme/exhibit may only be submitted in one category.
4. Entries must be submitted using the appropriate category form and may not exceed space allocated on form.
5. Entries must be submitted in digital format for judging. Digital entries must be no larger than 8MB per category file. Compress photos and files to meet the file size limitations.
6. Once a fair identifies as either being traditional or non-traditional, they must enter all categories under the same identification.

- Traditional Fair: is defined as an event that included activities that would have traditionally be offered (Pre COVID). For example, carnival, on-site commercial activity, on-site livestock and competitive activities, and entertainment activities.
- Non-Traditional: Virtual fairs and/or livestock events, limited or no activities as it relates to livestock and competitive activities. Limited or no entertainment or virtual entertainment.

DIVISIONS: (Based on 2021 reported Fair attendance)

1. Fairs with an attendance of up to 100,000
2. Fairs with an attendance of 100,001 - 250,000
3. Fairs with an attendance of 250,001 - 500,000
4. Fairs with an attendance of 500,001 - 1 million
5. Fairs with an attendance over 1 million

JUDGING:

All categories (except as noted) will use the following criteria while ranking entries judging:

1. Theme or Goal
2. Promotion of Agriculture
3. Goal Achievement, Participant Reaction
4. Originality
5. Overall Achievement

Entries will be judged in October by a panel consisting of the Agriculture Committee, representatives from agricultural organizations and others the IAFE agriculture committee chair may appoint. Entries will be judged online using the criteria outlined and an evaluation scoring form. Entries in noncompliance with specific instructions and/or entries not meeting minimal standards will be reflected in judges' final scores and placing or may be disqualified. The judges reserve the right to move entries to more appropriate categories if deemed necessary. All ties will be broken by the current Agriculture Committee Chair.

AWARDS:

JUDGES' CHOICE AWARD:

Judges will select a "Judges' Choice Award" from all winners.

Agriculture Individual Photo are not eligible for the Judges Choice Award . The winning entry should be exceptionally original, creative, and innovative. An ideal winner would be a program or concept which may be easily replicated (larger or smaller format) by any fair or exposition.

CATEGORY AWARDS:

First place winners will receive a plaque; 2nd and 3rd place winners receive a link for downloadable recognition certificates. The category winners will be contacted immediately after results are official (late October/early November).

Judge's Choice award will be presented virtually, prior to the IAFE Annual Convention. All winning entries will be available to IAFE members for view and

download on the IAFE website.

CATEGORY ONE (Traditional and Non-Traditional designation): Agricultural exhibitor events, awards, participation incentives or retention programs.

Entrants will describe a specific event/program/promotion which promotes agricultural exhibitor participation incentives, or retention.

CATEGORY TWO (Traditional and Non-Traditional designation): Technique/procedure/policy developed by Fair Management to correct an issue or challenge related to an agricultural program.

Entrants will identify a significant challenge in the agriculture program at the fair and steps taken to address it, sharing results, partnerships, and resources used.

**CATEGORY THREE (Traditional and Non-Traditional designation):
Newly established or evolving program/exhibit at your fair which promotes agriculture to the fair-going public.**

Entrants will describe an innovative exhibit, event, program, theme, or competition designed to communicate an agricultural message(s) in an entertaining and educational format to the fair guests.

Special note: Fairs may enter up to 2 entries in this category and both entries are eligible for placing.

CATEGORY FOUR: (Traditional and Non-Traditional designation)

Program/event/exhibit designed to educate consumers/fair-going public of a current agriculture or Fair industry challenge.

Entrants will describe program, explain relevance, and detail partnerships involved, resources used, and the success of the program.

Examples: Messages on specific animal health issues, animal wellness, human/animal biosecurity, GMO's, family farms, changeovers (i.e., keeping animals in the barns for fairgoers to see them), educate on why animals go home and not stay the entire fair, safety methods used to keep animals and people safe during load in or load out) or other event or activity presented to allow people to see agriculture or animals besides the animals in competitions.

CATEGORY FIVE: Unique exhibit/promotion/special event/community engagement/competition showcased during the year.

Entrants will describe the program/event including process for development, resulting participation or attendance, partnerships and resources utilized and how the event/program ultimately benefits the annual fair.

Examples: Educational programs, events, or agricultural shows.

CATEGORY SIX: (A through F): Agriculture Individual Photo (limit on entry per category)

Submitted photo(s) should depict a scene from the competitive agricultural program or special agricultural event/program at the annual fair. Photo(s) must be submitted digitally and cannot exceed 1MB file size. Fairs may enter one photo in each subcategory. Each photo must have a caption.

- **CATEGORY 6A – Livestock (not Equine)**
- **CATEGORY 6B – Horticulture/Crops**
- **CATEGORY 6C – Equine**
- **CATEGORY 6D – Rodeo**
- **CATEGORY 6E – Ag Education (4-H/FFA)**
- **CATEGORY 6F - Misc.**

How to submit: Submit a JPG image file on the contest website.

CATEGORY 7: Any other agriculture program/exhibit

This category is intended for agriculture programs or exhibits which may not fit other award categories, but whose content should be shared with other fairs. Judging will emphasize uniqueness, fairgoer or exhibitor appeal, effectiveness, and creativity.

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