

2024 IAFE Agriculture Contest



Purpose

The purpose and objective of the Ag Awards is gathering information and sharing it with fellow member Fairs. The 2024 IAFE Agriculture Contests purpose remains:

- 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 programming 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, 2024, by midnight CST!

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 two pieces of information before visiting the site:

1. E-mail Address (use to login or signup)
2. **2023** Fair Attendance
Fairs which participated in the 2023 Agriculture Awards program already have an account established. If you need assistance, please contact Anna Wilson at annaw@fairsandexpos.com or 800.516.0313.

GUIDELINES:

1. Entries in all the categories are a result of or took place during your 2023 or 2024 fair season.
2. Each entry must be a customized concept or program produced by the fair submitting the entry. (Education, exhibits or entertainment that are paid for, but not produced by the fair, are not eligible for this contest.)

3. Each fair may submit only one 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. Supporting material and photos are limited to three pages. No maximum number of photos,
6. In the supporting materials, there is no maximum number of photos, but they must be inserted into the three-page maximum. * All photos must have a caption. All photos must be in .jpeg or .jpg format.
7. Entries must be submitted in digital format for judging. Compress photos and files to meet the file size limitations.
8. *Category Eight (A-F): Only one photo per sub-category allowed, all photos must have a caption. All photos must be in .jpeg or .jpg format.
9. Previous winning submissions that won their category are not eligible to be resubmitted. If the entry involved in a winning submission has evolved and can showcase the new impact due to the evolution, they may enter Category Four.
10. The IAFE monitors the contest awards and tries to identify incomplete entries; however, the responsibility lies with the submitting organization to ensure their entry is complete. After the contest deadline, the IAFE, and/or committee member will not contact an organization to make revisions or additions to an entry. Entries will be judged in the category entered and will not be moved to another category or contest.

Divisions

(Based on **2023** reported Fair attendance)

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

If your fair changed divisions from 2023 contest, please let Anna Wilson know immediately at annaw@fairsandexpos.com so she can adjust your division, so your entries are correctly entered.

Judging

All categories will use the criteria specified under each category and will be scored by at least three judges using a 100-point scale. Rankings will be determined by score, and all ties will be broken by the judges and/or committee chair.

Entries will be judged in October by a panel consisting of the Agriculture Committee and others the IAFE may appoint. Entries will be judged online using the criteria outlined with 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. Entries will be judged in the category entered.

Judging Criteria for Categories 1-7

Theme or Goal (30 points)
Promotion of Agriculture (25 points)
Goal Achievement, Participant Reaction (20 points)
Originality (15 points)
Overall Achievement (10 points)

Judging Criteria for Category 8

Promotion of Agriculture (30 points)
Representation of Event/Activity (25 points)
Originality (20 points)
Photo Quality (15 points)
Overall Achievement (10 points)

Awards

Award presentation details available soon.

JUDGES' CHOICE AWARD (1):

Judges will select a "Judges' Choice Award" from all winners. Category Eight entries 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. All winning entries will be available to IAFE members for view and download on the IAFE website.

DIVISION WINNERS (5):

The entry in each division with the highest score automatically receives this award.

CATEGORY AWARDS:

First place winners will receive a plaque; 2nd and 3rd place winners will be able to download certificates from the IAFE contest website after the announcement of winners. The category winners will be contacted immediately after results are official (late October/early November).

CONVENTION:

All qualified entries are welcome to bring their entry to the IAFE Convention in Phoenix in December. If you would like to ship your entry, if you cannot attend convention, it must be at the IAFE office prior to November 1. (Disqualified entries not eligible.)

Agriculture Contest Categories

CATEGORY ONE: Agricultural exhibitor events, awards, participation incentives or retention programs that have inspired entry in your fair or involved stakeholders/elected officials.

DESCRIPTION: Entry into this category requires a specific description of the event/program/award/promotion which promoted agricultural exhibitor participation in your fair as an incentive or as a retention initiative. Examples include Commissioner Choice Awards for Static Exhibits, Hard Luck Award, First Year Showman Award, Chairman/Board Member Award, Chin-up Awards, Superintendent Awards, or Staff Favorites.

CATEGORY TWO: Technique/procedure/policy developed by Fair Management to

correct an issue or challenge related to an agricultural issue impacting your community or fair which can be addressed during the fair.

DESCRIPTION: Entrants will identify a significant challenge in the agriculture program at the fair and steps taken to address it, educate the fair going public, share results, partnerships, struggles, and resources used. Examples include veterinary check-in procedures to mitigate sheep fungus, addressing manure run-off by using drain covers, trailer traffic unloading patterns, animal handling, animal husbandry during the event.

CATEGORY THREE: Newly established or evolving program/exhibit at your fair which promotes agriculture or a current agricultural issue to the fair-going public.

DESCRIPTION: Entrants will describe an innovative exhibit, event, program, theme, or competition designed to communicate an agricultural message(s) in an entertaining and/or educational format to the fair guests. Entrants should also explain relevance and detail partnerships involved, resources used, and the success of the program. Examples include: Messages on specific animal health issues, animal wellness, human/animal biosecurity, climate change, cannabis, 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.

Special note: Fairs may enter up to 2 entries in Category 3 and both entries are eligible for placing.

CATEGORY FOUR: Evolved program/exhibit at your fair which promotes agriculture or a current agricultural issue to the fair-going public. Must specifically outline how the program has changed/evolved from its inception to present.

DESCRIPTION: Entrants will describe an innovative exhibit, event, program, theme, or competition designed to communicate an agricultural message(s) in an entertaining and/or educational format to the fair guests. Entrants should also explain relevance and detail partnerships involved, resources used, and the success of the program. Must specifically outline how the program has changed/evolved from its inception to present. Examples include: Messages on specific animal health issues, animal wellness, human/animal biosecurity, climate change, cannabis, 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.

Special note: Fairs may enter up to 2 entries in Category 4 and both entries are eligible for placing.

CATEGORY FIVE: Program/event/exhibit designed to educate consumers/fair-going public on the Story of Food.

DESCRIPTION: Entrants will describe a program and explain its relevance in telling the Food Story as it relates to consumers. Resources used and the fair-going public's response to the program/event/exhibit should also be included. Examples include Messages on food products, supply chain, food processing, food handling and safety, how a food items relate as an agriculture product and more.

CATEGORY SIX: Unique exhibit/promotion/special event/community engagement/competition showcased during the year, outside of Fair time.

DESCRIPTION: 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 include Agriculture exploration day, show camp, educational programs, or agricultural shows. **This event MUST occur outside of the dates of the annual fair.**

CATEGORY SEVEN: Any other agriculture program/exhibit

DESCRIPTION: 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.

CATEGORY EIGHT: Agriculture Individual Photo (limit one entry per category)

SUBMISSION RULES/REQUIREMENTS: Photos must be submitted digitally on the contest website and cannot exceed 1MB file size. All photos must be in .jpeg or .jpg format. Fairs may enter one photo in each subcategory. Each photo must have a caption. Photos will be judged on promotion of agriculture, representation of event/activity, photo quality, originality, and overall achievement. Judge comments are not required in this category.

- **CATEGORY 8A – Livestock (not Equine)**

DESCRIPTION: Submitted photo should depict a scene from a competitive agricultural program or special agricultural event/program at the annual fair. This photo must include livestock to be judged.

- **CATEGORY 8B – Horticulture/Crops**

DESCRIPTION: Submitted photo should depict a scene from a competitive agricultural program or special agricultural event/program at the annual fair. This photo must include horticulture/crops to be judged.

- **CATEGORY 8C – Equine**

DESCRIPTION: Submitted photo should depict a scene from a competitive agricultural program or special agricultural event/program at the annual fair. This photo must include equine to be judged.

- **CATEGORY 8D – Rodeo**

DESCRIPTION: Submitted photo should depict a rodeo scene from a competitive agricultural program or special agricultural event/program at the annual fair.

- **CATEGORY 8E – Ag Education**

DESCRIPTION: Submitted photo should depict an educational scene from a competitive agricultural program or special agricultural event/program at the annual fair.

- **CATEGORY 8F – Misc. (any photo that does NOT fit any other sub-category listed above)**

DESCRIPTION: Submitted photo should depict a scene from a competitive agricultural program or special agricultural event/program at the annual fair.