



# 2011 Collegiate Discussion Meet

## Registration and Information Sheet

This Form is available online, please visit [www.txfb.org](http://www.txfb.org)

**Note:** The applicant should carefully read through this application form before filling out any part of it. This application and entry form must be in the office of the Texas Farm Bureau, P.O. Box 2689, Waco, Texas 76702-2689 on or before March 31, 2011. Attention: Young Farmer and Rancher Coordinator.

(Type or Print)

(As it should appear in a program)

Contestant's Name: \_\_\_\_\_

Phonetic Pronunciation: \_\_\_\_\_

Spouse's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City & State: \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

County: \_\_\_\_\_

Social Security Number: \_\_\_\_\_

Sex: \_\_\_\_\_ Age: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Month/Day/Year

### Biographical Information

1. Please give a 5 – 7 line biographical sketch.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I certify that the above named applicant has met all the contestant qualifications to participate in this year's Collegiate Discussion Meet.

Signed \_\_\_\_\_  
Collegiate Advisor, Professor or Department Head

Mail to: **Texas Farm Bureau**  
**Attn: Coleburn Davis**  
**PO Box 2689**  
**Waco, TX 76702**

or Fax to: **254-751-8723**

## **Collegiate Discussion Meet Contest Specifics**

- Eligible contestants include college students who are 18 to 35 years of age as of January 31, 2012 and are currently pursuing a degree in agriculture or are studying an agriculture curriculum.
- Members of the TFB State YF&R Advisory Committee are not eligible to participate.
- Individuals who are professional speakers or who have received a fee or honorarium for public speaking are not eligible to participate.
- Deadline for entry is **Thursday, March 31, 2011.**
- Contest and other activities will be conducted 12:00 noon to 5:00 p.m. on Saturday, April 16, 2011 at the Texas Farm Bureau Conference Center located at 7410 Fish Pond Road in Waco, TX.

### **For Information Contact:**

*Coleburn Davis  
c/o Texas Farm Bureau  
P.O. Box 2689  
Waco, TX 76702  
254-399-5037 (office)  
254-751-8723 (fax)  
cdavis@txfb.org*

## **Topics for 2011 Collegiate Discussion Meet**

1. Are the current and proposed Renewable Energy Policies beneficial to all segments of American agriculture? Why or why not?
2. How can we convince the public that the animal agriculture industry balances production efficiencies with the public's expectations of animal care?
3. Have farmers and ranchers effectively utilized social media to educate and influence the public? What strategies can be implemented to expand the interaction between producers and consumers?
4. How do we capitalize on the growing world demand for agricultural products?
5. What role, if any, should agriculture play in addressing health and obesity issues?

## **Resource Material**

1. Are the current and proposed renewable energy policies beneficial to all segments of American agriculture?

**Renewable Energy Programs in the 2008 Farm Bill**  
CRS report August 2010  
[www.nationalaglawcenter.org/assets/crs/RL34130.pdf](http://www.nationalaglawcenter.org/assets/crs/RL34130.pdf)

**Effects of Increased Biofuels on the U.S. Economy in 2022**  
USDA, ERS, October 2010  
<http://www.ers.usda.gov/Publications/err102/>

**The Growing Importance of Renewable Fuels**  
Interview With AFBF Economist John Anderson, June 2010  
<http://www.fb.org/index.php?fuseaction=newsroom.newsclip&id=69491>

2. How can we convince the public that the animal agriculture industry balances production efficiencies with the public's expectations of animal care?

**Cargill Appears On Oprah To Clear Mystery Of Beef Processing**  
Drovers Journal, Feb. 3, 2011  
<http://www.cattlenetwork.com/cattle-news/latest/Cargill-appears-on-Oprah-to-clear-mystery-of-beef-processing.html>

**Animal Ag Alliance**  
<http://www.animalagalliance.org/current/index.cfm>

**U.S. Farmers and Ranchers Alliance**  
<http://www.usfraonline.org/>

**Advocates for Ag**  
<http://advocatesforag.com/>  
<http://www.advocatesforag.blogspot.com/>

**Conversations on Care**  
<http://www.conversationsoncare.com/about-us.aspx>

3. Have farmers and ranchers effectively utilized social media to educate and influence the public?

**Discover Your Social Web: An Ohio Farm Bureau Guide to Social Media VERSION 2.0**  
Ohio Farm Bureau  
[http://ofbf.org/uploads/Social-Media-Guide-V2\\_single-pages-PRESS.pdf](http://ofbf.org/uploads/Social-Media-Guide-V2_single-pages-PRESS.pdf)

**Cause Matters**

**<http://www.causematters.com/>**

**Social media category**

**<http://www.causematters.com/category/social-media/>**

**Farmer Enthusiasm For Social Media Leads**

**To Creation Of The Agchat Foundation**

**[http://www.agchat.org/docs/PRESS\\_RELEASE.pdf](http://www.agchat.org/docs/PRESS_RELEASE.pdf)**

**Agchat Foundation**

**<http://agchat.org/>**

**Social Media Bridges Consumer-Producer Gap**

**AFBF**

**<http://www.fb.org/index.php?fuseaction=newsroom.focusfocus&year=2009&file=fo0720.html>**

**Farmers Must Connect With Consumers, 2010**

**<http://www.farmweeknow.com/story.aspx/stallman/farmers/must/connect/with/consumers/1/39250>**

**Illinois Corn Checkoff Board Invests in Future Online Advocacy**

**<http://www.ilcorn.org/icmb-news/44-illinois-corn-checkoff-board-invests-in-future-online-advocacy/>**

**Follow Farm Bureau on Twitter, Facebook, and blogs**

**<http://www.fb.org>**

#### 4. How do we capitalize on the growing world demand for agricultural products?

**Growing Beef Consumption in Japan Could Benefit U.S. Producers**

**Amber Waves, Feb. 2011**

**<http://www.ers.usda.gov/AmberWaves/March11/Findings/GrowingBeef.htm>**

**Export Programs at Work**

**[http://www.fas.usda.gov/mos/Success\\_Story/2010%20OTP%20Final%20Success%20Story%20Report%20-%202010-14-10.pdf](http://www.fas.usda.gov/mos/Success_Story/2010%20OTP%20Final%20Success%20Story%20Report%20-%202010-14-10.pdf)**

**Chinese Agricultural Exports Provide Growing Competition**

**USDA-FAS**

**[http://www.fas.usda.gov/info/WebStories/China\\_Export\\_020311.asp](http://www.fas.usda.gov/info/WebStories/China_Export_020311.asp)**

**Agricultural Productivity Strategies for the Future: Addressing U.S. and Global Challenges**

**CAST paper, January 2010**

**<http://www.cast-science.org/displayProductDetails.asp?idProduct=168>**

**Ag research Wise Investment**

**Delta Farm Press, Dec. 1, 2010**

**<http://deltafarmpress.com/government/ag-research-wise-investment-0>**

5. What role, if any, should agriculture play in addressing health and obesity issues?

**Addressing the Obesity Challenge**

**3rd Quarter, 2010 Choices magazine**

**<http://www.choicesmagazine.org/magazine/block.php?block=51>**

**USDA Selects Massachusetts to Test Ground-Breaking Nutrition Pilot Program**

**SNAP Recipients to Receive Incentives for Healthy Eating**

**<http://www.fns.usda.gov/cga/PressReleases/2010/0413.htm>**

**Will Calorie Labeling in Restaurants Make a Difference?**

**<http://www.ers.usda.gov/AmberWaves/March11/Features/CalorieLabeling.htm>**

**Food Environment Atlas-USDA, ERS**

**<http://www.ers.usda.gov/foodatlas/>**

**Why Do So Few Americans Choose A Healthy Diet?**

**<http://www.ers.usda.gov/Publications/eib48/spreads/21/index.htm>**

## Contest Objectives

Agriculture's strength depends on producers' ability to analyze problems and decide on solutions that best meet their needs. The Discussion Meet is an activity designed to build these crucial skills in young people. By participating, individuals build basic discussion skills, develop a keen understanding of important agricultural issues and explore how groups can pool knowledge to reach a consensus and solve problems.

As a leadership training and self-improvement activity, the Discussion Meet experience will:

1. Stimulate logical thinking and a desire for accurate information.
2. Develop a concise and direct manner of speaking.
3. Improve the ability to listen.
4. Aid the participant in overcoming timidity or stage fright.
5. Assist the individual in the practice of giving and receiving criticism in a helpful manner.
6. Teach the value of compromise.
7. Develop leaders for effective problem solving through group discussion.

## **Background Information**

- The Discussion Meet is a contest promoted by the Texas Farm Bureau Young Farmer and Rancher Committee.
- The Discussion Meet is designed to simulate a committee meeting where discussion and active participation are expected from each committee member.
- The contestants discuss a pre-selected topic.
- The four fundamental bases of general discussion are:
  - Constructive Criticism
  - Cooperation
  - Communication
  - Problem Solving
- The discussion should not be “conversation” or aimless talk, nor should the participant take the role of a persuasive speaker. The participant should try to cooperatively shed light on the problem and tentatively retain a flexible position.
- A successful participant is a productive thinker rather than an emotional persuader. Sometimes it’s reasonable to change positions whenever new information and ideas are presented.
- This is not a panel symposium wherein each participant, in turn, makes a presentation with the moderator ending the session with a summary. Rather, it is an exercise in cooperative problem solving, with the questions, answers, and statements coming from any person at any time.

## **Helpful Hints for Contestants**

- Study as much material as possible relating to the overall topic. Sources: library, newspapers, magazines, Farm Bureau policies, county, state, and American Farm Bureau publications and conversations with experts or knowledgeable people.
- The Discussion Meet should be a conflict of ideas, not personalities. **Remember this is a discussion, not a debate.**
- Be prepared to ask questions, state facts and opinions, and urge others to be specific.
- Be aware of the audience, but generally address the panel. Speak loud enough to be heard by the whole audience.
- Participate whenever your contribution will further the discussion. Do not monopolize the discussion.
- Make notes of key points as the discussion proceeds for use in a summary statement.
- Use the one minute of quiet time to organize your summary statement.
- Stand and make your closing statement to the audience. Use accepted speech techniques. Stay within the time limit.

## Contest Format

1. All contest facilitators and contestants will meet in the pre-assigned contest room ten minutes prior to the start of the contest to receive last minute comments by the room chairman.
2. No contestant notes are allowed at the table prior to the moderator starting the meet.
3. The room chairman will call the meeting to order, announce the topic to be discussed, and introduce the timekeeper and moderator.
4. The moderator will introduce the contestants, in voluntary order, the opportunity to make a 30-second opening statement directed to the audience.
5. The timekeeper may stand or otherwise indicate when 30 seconds has elapsed. Judges may subtract points at their discretion for contestants who abuse the time limit.
6. The moderator will then indicate the opportunity for open discussion, which will continue for a total of 25 minutes in Round Robins and 30 minutes in the Final Four contest. The discussion should be directed to fellow contestants during open discussion.
7. The timekeeper will indicate to the moderator when five minutes of open discussion time remains in each contest. The moderator will indicate to contestants the time remaining by raising a table tent. He/She will ensure each contestant has seen the table tent before it is removed.
8. If the discussion is lagging, the moderator may close the discussion at this time.
9. The timekeeper will indicate to the moderator when 20 minutes in the Round Robin and 25 minutes in the Final Four contests have elapsed.
10. The moderator will call for open discussion to stop and for one minute of quiet time allowing the contestants to consider a closing statement.
11. The moderator will give each of the contestants, in voluntary order, the opportunity to make a one-minute closing statement directed to the audience.
12. The moderator will recognize the judges and request them to leave the room with the room chairman to finalize the tabulation of their score sheets. Judges are not to confer with each other until the room chairman has collected their tabulated score sheets.
13. The next round topic to be discussed will be announced.
14. The moderator will thank the panel and ask the audience to recognize their efforts.

# Contest Structure

## Orientations

### 1. **Discussion Meet Orientation**

- a. Held Saturday at noon on the contest date. Luncheon at Texas Farm Bureau Conference Center.
- b. All contestants are required to attend.
- c. Roll call of contestants.
- d. Release of Discussion Meet topic time schedule.
  - First Round topic will be announced during Orientation luncheon and again in contest room by Room Chair 15 minutes prior to start of First Round
  - Each subsequent round topic announced at close of prior round
- e. Distribute contest room locations.

### 2. **Judges' Orientation**

- a. Held Saturday during noon luncheon on the contest date.
- b. Review judges' duties along with any announcements.
- c. Review timing sequences.
- d. Allow time for questions.
- e. Roll call of judges.
- f. Distribute contest room locations.

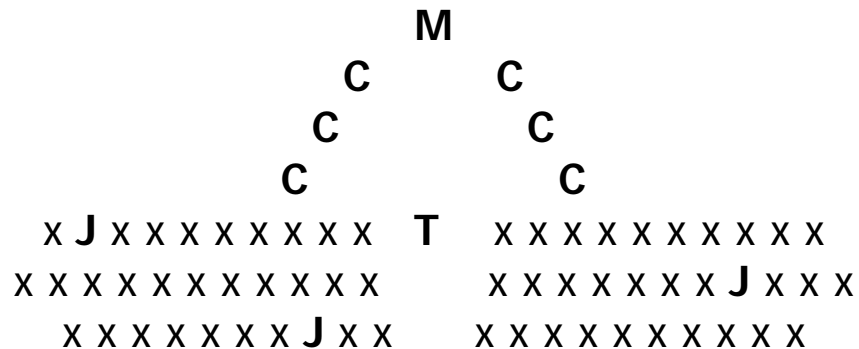
### 3. **Volunteer Orientation**

- a. Held 30 minutes before the contest begins.
- b. Roll call of timekeepers.
- c. Distribution of a time schedule.
- d. Distribution of time cards.
- e. Distribute contest room locations and Round Robin bracket sheets.

## Contest

1. All contestants will compete in at least two rounds of the contest, known as "Round Robins". Round Robins will have four to six contestants. A "Final Four" will be selected from the Round Robins. The four finalists will compete in the "Final Four" round to determine the winner.
  
2. The physical arrangements of the Discussion Meet rooms should provide for two tables at the front of the room facing each other and the audience. Half the participants should be seated at each table with the moderator in the center. Name cards identifying contestants should be visible to both the moderator and audience. Cards should show only the contestant's name. These cards will be provided for you and distributed at orientation.

## Room Layout



**M** = Moderator    **C** = Contestant    **J** = Judge    **T** = Timer    **X** = Audience

## **Contest Flow**

Generally speaking, the discussion should follow these steps:

1. State Problem or need.
2. Explore, define, understand problem or need.
3. Identify causes of problem or need.
4. Elaborate all possible alternative solutions.
5. Evaluate and compare alternatives.
6. Test and project what appears to be the best solution.
7. Arrive at ways to implement the solution.

## **Texas Farm Bureau Collegiate Discussion Meet Awards**

- A \$1000 cash award and a plaque will be presented to the winner of the Contest.
- Three finalists will receive a cash award of \$200 each.
- A \$500 cash award and a traveling trophy will be presented to the University of the Winning Contestant.
- TFB will pay travel expenses for the winner to attend Texas Farm Bureau's Annual Meeting in Corpus Christi in December of 2011.
- TFB will pay travel expenses for the winner to compete in the American Farm Bureau Collegiate Discussion Meet Contest in February of 2012.
- Participation gifts will be provided to all contestants.
- TFB will reimburse contestants for actual driving mileage to and from the contest.

## Discussion Meet Rating Sheet

**Participants' Names**  
(Left of Moderator)

**Participants' Name**  
(Right of Moderator)

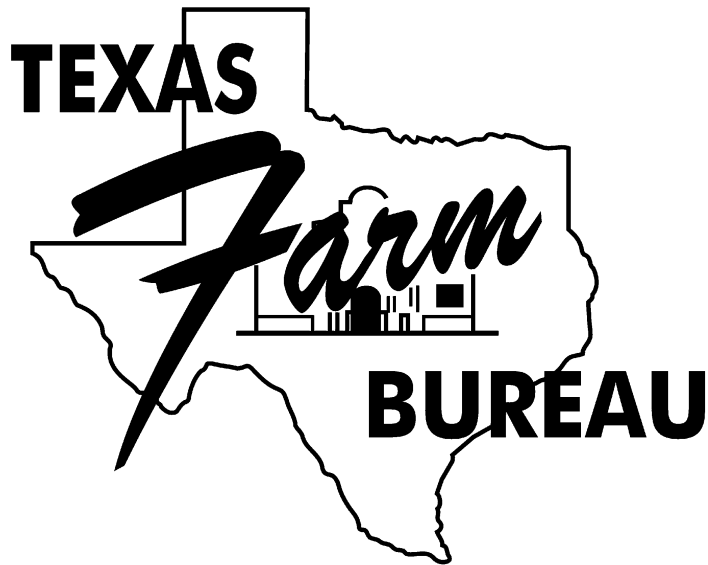
			Total of 700 Points possible	Superior - 100 Excellent 80 Good - 60 Fair - 40 Poor - 20		
			(1) COOPERATIVE ATTITUDE (200 points) A. Listening, asking pertinent questions, airing all points of view, securing major agreement, minimizing major differences (100 points) B. Courtesy to other participants, encourage discussion from other participants. 100 (points)			
			(2) PROBLEM SOLVING AND IMPLEMENTATION: (100 points) Ability and judgment in seeking answers and solutions, planning and organizational understanding, implementing action programs.			
			(3) DELIVERY: (100 points) Voice quality, loudness, clear enunciation, communication skills, desirable sentence structure and interesting choice of words.			
			(4) ANALYSIS OF TOPIC OR PROBLEM: (100 points) Does a contestant attempt to identify problem causes and remain on topic? Knowledge, extent and accuracy of facts.			
			(5) OPENING STATEMENT (100 points) Definition of problems, importance, causes, effects, relevancy of problems.			
			(6) CLOSING STATEMENT (100 points) Ability to summarize discussion and formulate direction for the future.			
			Total score for each contestant is to be tabulated by Judge. <b>↔TOTAL</b> Any tie scores are to be broken by Judge <b>TOTAL↔</b>			
			<b>↔RANK</b> Rank contestants: <b>1 (highest) -4 (lowest)</b> <b>RANK↔</b>			

SIGNED: \_\_\_\_\_  
(Room Chairman)

SIGNED: \_\_\_\_\_  
(Judge)

For More Information about Texas Farm Bureau

Please visit our Website @ [www.txfb.org](http://www.txfb.org)



For information concerning the Collegiate Discussion Meet Contest contact:

**Coleburn Davis, Associate Director of Organization Programs**

**Texas Farm Bureau**

**P. O. Box 2689**

**Waco, TX 76702**

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