



## ***Helping Communities Grow*** **Community Outreach Program – Florida**

### **PROGRAM OVERVIEW**

The goal of the *Helping Communities Grow* chapter recognition program is to give FFA chapters the opportunity to help their communities become better informed about the positive role of plant nutrients, fertilizers and related agricultural issues through educational, community building and hands-on activities.

The *Helping Communities Grow* program is sponsored by the Nutrients for Life Foundation. Founded in 2004, the Foundation provides science-based information to help educate people about the valuable role fertilizers play in feeding our growing world. All information developed by the Foundation is based on soil and plant science and supported by agronomists, including those at the International Plant Nutrition Institute. The Foundation's curriculum, *Nourishing the Planet in the 21<sup>st</sup> Century*, was created by the respected Biological Sciences Curriculum Study (BSCS) in conjunction with educators around the world and has been reviewed by the Smithsonian Institution.

### **PROGRAM OUTLINE**

Students in each chapter will develop a community-based program using the Nutrients for Life Foundation curriculum, *Nourishing the Planet in the 21<sup>st</sup> Century*, and other Foundation and FFA resources to present directly to community members. Chapters will select a theme to base its projects on and will be responsible for setting goals according to provided objectives, implementing a plan of action and measuring results. After the project is complete, each chapter will submit a completed report summarizing their program to compete for a monetary reward.

### **OBJECTIVES**

At the completion of the program, the following objective should be met:

- Improved awareness of the importance of soil nutrients and its role in feeding a growing population among community members.
- Increased understanding among chapter members about the positive role of plant nutrients and fertilizers.
- New or elevated relationships between FFA chapters and the local plant health and fertilizer business community.

### **SKILL DEVELOPMENT**

The Nutrients for Life Foundation designed this program with the intent that it would provide student, chapter, and community development opportunities and help chapters fulfill their Program of Activities (POA) requirements. Students will gain skills in leadership, public speaking, team building and community awareness while increasing knowledge of soil science and agricultural issues.

### **RECOGNITION AND REWARD**

Each chapter (up to 30) will receive a participation grant in the amount of \$500 following the submission of the completed project. Monetary rewards of \$5,000, \$3,000, and \$1,000 will be awarded to the first, second and third place chapter programs, respectively. In addition, each participating chapter that completes the requirements will be awarded a certificate of completion recognizing its community involvement. Chapters that receive one of the larger monetary rewards will not receive the \$500 completion money.

## ELIGIBILITY

This program is open to all FFA chapters in good standing in Florida. All members participating in the program must be members of the FFA chapter listed on the completed project.

Chapters who participated in last year's program may enter again with the understanding that their submission must be different from any previous submission to the *Helping Communities Grow* chapter recognition program.

## PROJECT ACTIVITY OVERVIEW

Projects are not limited in scope or style. The Nutrients for Life Foundation encourages chapters to be innovative in their approach and consider a variety of verbal, written and artistic demonstrations to achieve their goals.

Each chapter project and related activities should:

- Communicate the vital role that fertilizers and nutrients play in feeding the world, nourishing plants and the environment and contributing to our overall well being
- Include a science-based element, which can involve, but is not limited to, the *Nourishing the Planet in the 21<sup>st</sup> Century* curriculum (downloadable at [www.nutrientsforlife.org](http://www.nutrientsforlife.org))
- Integrate one of the suggested themes provided below throughout the project goals, objectives and activities
- Include community support and involvement
- Include innovative ideas and methods of accomplishing desired objectives
- Include a user-friendly communications tool

## SELECTION PROCESS

Completed projects will be sent directly to the Nutrients for Life Foundation and judged by its team of industry advisors. Scoring will be on a 110 point scale and will include a series of standards related to the goals and objectives, project implementation and results and measurement of each chapters project. A judging rubric is included for reference.

Winning chapters will be notified directly on June 18, 2012. Press releases will be sent to local media announcing the winners in their respective communities and highlighting the project results and impact. Template articles and press releases will be provided to the Florida FFA organization, as well as to winning chapters for promotion in newspapers, magazines and newsletters.

All participating chapters whose applications meet the requirements will receive a certificate of completion, recognizing their service to the community. The first 30 chapters to submit a project will receive a \$500 mini grant. The three winning chapters will not receive the mini grant.

## IMPORTANT DEADLINES AND MATERIAL DESCRIPTIONS

All materials are available at the end of this document or online at [nutrientsforlife.org](http://nutrientsforlife.org).

- **Monday, Oct. 17, 2011** - *Letter of intent and pre-project summary due*  
This form should be filled out and submitted before Oct. 17, 2011. It will require you to briefly outline the intended goals of your chapter project and your intent to apply to the program. Upon receipt of the form, the Nutrients for Life Foundation will do its best to match your chapter with a fertilizer industry professional in your community who can help provide insight about the industry and offer professional development service opportunities. If you have existing relationships that could fill this role, please indicate those connections on your letter of intent.
- **Friday, Dec. 16, 2011** - *Collateral and project plan due*

One of the requirements of this program is to create a user-friendly tool. That tool can range from a brochure or PowerPoint presentation to a video or game. This tool should help your chapter engage and educate your community as the second part of this program. Each chapter will document their activities throughout the length of the project. Additionally, attach a sample timeline and include an activity description, dates, number of chapter participants planning to be involved and number of community participants you expect. We understand this may change throughout the project timeline, so an updated plan may be submitted.

- **Friday, Feb. 24, 2012 – Community involvement plan due**  
Based on the tool your chapter developed and your overall project plan, please submit a brief outline of how you plan to engage community members. Please keep in mind that this engagement and education needs to follow one of the themes for the project. Key messaging of the theme should be woven throughout the project. An outline of core messages related to these themes is in the attached documents and can be found online.
  - **Nourishing Our World:** Our growing world population needs an increasing amount of safe, affordable and nutritious food. However, we are limited by the supply of adequate farmland and need to grow more with less therefore increasing efficiency.
  - **Keeping the Earth Green:** Nutrients can enhance soil fertility, and minimize losses to the environment when applied at the right time, place and rate using best management practices. Nutrients also allow us to grow more on existing farmland without encroaching on space reserved for wildlife and wildlife habitat.
- **Friday, May 4, 2012 - Completed project due**  
Final project submissions must include:
  1. A completed application form, signed by chapter advisor- This form requires basic chapter information and includes an application. An advisor's signature is also required. Please check to ensure your application includes all of the necessary materials.
  2. Essay questions (responses limited to 150 words per question) - This section includes five essay questions for each chapter to answer in 150 words or less. The questions will be based on the experiences throughout the course of the chapter's community project.
  3. Final timeline of project activities
  4. Supporting documentation showcasing chapter project - All supporting documentation must be submitted with the final application and may include video, photo, and/or audio clips. These materials should be directly related to your project goals and results. You will be judged on the organization and presentation of these materials as well as the relevance to your project. Video and audio materials should be stored on a flash drive or DVD/CD and packaged with the other application materials.
  5. Letter of reference from community group/organization - The letter of recommendation must be from one of the community members that your chapter reached out to during your project. The letter should include details about the project as a whole, how the community was involved, what the community got out of it, and feedback on the chapter itself. Please have him or her sign, seal and mail it to:

Nutrients for Life Foundation  
Helping Communities Grow Chapter Recognition Program  
425 Third Street, S.W., Suite 950  
Washington, D.C. 20024
- **Monday, June 18, 2012**  
Award winners notified
- **Monday, June 25, 2012**  
Award ceremony for winners at State FFA Convention

Please ensure that your chapter's application includes all of these required documents before submitting. Incomplete applications will not be reviewed.

Completed applications should be mailed directly to:

Nutrients for Life Foundation

*Helping Communities Grow* Chapter Recognition Program

425 Third Street, S.W., Suite 950

Washington, D.C. 20024

[jburatowski@nutrientsforlife.org](mailto:jburatowski@nutrientsforlife.org)

**QUESTIONS**

If your chapter has any questions about the application process or materials, please contact Nutrients for Life at 1-800-962-9065 or [ffaprogram@nutrientsforlife.org](mailto:ffaprogram@nutrientsforlife.org).



**Helping Communities Grow**  
**Project Theme Descriptions**

**Nourishing Our World**

*Definition:* Our growing world population needs an increasing amount of safe, affordable and nutritious food. However, we are limited by the supply of adequate farmland and need to grow more with less therefore increasing efficiency.

Performance areas	Claims	Facts
<b>Increasing Food Availability</b>	Fertilizer nutrients enable us to grow more food using the same or less land.	Recent research found that fertilizer is associated to 40-60% of the average crop yields in the U.S. and England. This number tends to be even higher in the tropics.
		From 1900-2000, worldwide food production jumped 600% and allowed the world population to grow from 1.7 billion in 1900 to 6.7 billion today. (New York Times)
		World population has doubled (100% increase) in 40 years from 1968 (3.55 billion) to 2008 (6.8 billion). It is now estimated that the population will be a little over 8 billion people by 2025. That's 100,000,000 a year, or 237,972 a day.
<b>Increasing Food Safety</b>	Fertilizer is made from natural elements.	97% of fertilizers used in North America are made from natural sources like the air (containing 97% nitrogen) as well as ancient ocean deposits for potassium and phosphate.
	The nutrients in fertilizers are the same as those found in nature.	There is no difference between fertilizer NH4 and NH4 derived from the soil.
	Fertilizers are safe when properly applied at the right rate, right time and in the right place.	Fertilizers are inspected and the contents are identified on labeling.
<b>Increasing Food Quality</b>	Nutrients help produce crops with higher amounts of proteins, vitamins, and other life giving elements.	By the year 2025, the population of the world will be a little over 8 billion people. That's 100,000,000 a year, or 273,972 a day.

<p align="center"><b>Affordable Food for All</b></p>	<p>Nutrients ensure healthy food remains affordable.</p>	<p>While people in other countries spend between 15% and 50% of their income for food, North Americans spend only about 10%. With the help of commercial fertilizer, North American farmers are able to produce the most abundant, nutritious, and affordable food in the world.</p>
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**Keeping the Earth Green**

*Definition:* Nutrients can enhance soil fertility, and minimize losses to the environment when applied at the right time, place and rate using best management practices. Nutrients also allow us to grow more on existing farmland without encroaching on space reserved for wildlife and wildlife habitat.

Performance areas	Claims	Facts
<p align="center"><b>Balancing Soil Nutritional Needs</b></p>	<p>Soil quality is improved by replacing nutrients removed for food, fiber, and energy.</p>	<p>Each year typical North American corn crops remove more than 5.7 billion pounds of nitrogen from our soils. This nitrogen is replaced by the judicious application of fertilizer and manure based nutrients.</p>
	<p>Proper nutrient replacement helps prevent desertification and soil productivity losses.</p>	<p>Soil organic matter cannot be built without nitrogen.</p>
		<p>Desertification often begins as deforestation in lesser developed countries, followed by soil erosion and loss of nutrients based on use. The United Nations estimates that more than 30% of the world's land is affected by desertification.</p>
<p align="center"><b>Improving or Maintaining Air Quality</b></p>	<p>Fertilizers can be applied at the right rate, time and place using BMPs to reduce losses to the air.</p>	<p>The U.S. fertilizer industry continually works to increase the efficiency of its production facilities and reduce plant emissions. An annual survey shows that fertilizer manufacturers have reduced their emissions by more than 70% per ton produced since the Environmental Protection Agency began tracking plant emissions in 1987.</p>
		<p>Ammonia emissions have been reduced by more than 70% per ton produced since the EPA began tracking emissions in 1987.</p>
		<p>Nitrous oxide emissions can be reduced by up to 50% through BMP implementation.</p>
<p align="center"><b>Increasing Wildlife Habitat</b></p>	<p>Nutrients allow farmers to produce more without being forced to bring marginal land and wildlife habitat into production.</p>	<p>Farmers are producing about 2.7 times as much food today on virtually the same land area cultivation as in 1960. If we were producing 1960 yields for today's demand, we would require virtually all the land currently devoted to wildlife and wetland habitats.</p>
<p align="center"><b>Protecting Water Quality</b></p>	<p>Nutrient losses to water can be reduced by applying fertilizers at the</p>	<p>Nitrogen leaching is reduced by as much as 36 to 66 percent through the implementation of 4R BMPs.</p>

	right rate, time and place using best management practices.	Phosphate losses to waterways can be reduced by as much as 72 to 95 percent through the implementation of 4R BMPs.
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**Helping Communities Grow Chapter Recognition Program**  
 Letter of Intent and Pre-Project Summary

CHAPTER INFORMATION		
Chapter Name:	Chapter Number:	State:
Advisor Name:	Advisor Phone Number:	Advisor E-mail:
School Name and Address:		

Briefly describe a summary of activities planned to complete this project to promote the role of plant nutrients and fertilizers in your community.

Briefly describe the anticipated outcomes and community benefits from the activities described above.

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We understand that we are to complete and submit all necessary application materials by **Friday, May 4, 2012** in order to be considered for the Nutrients for Life Foundation *Helping Communities Grow* 2011/2012 FFA Chapter Recognition Program.

\_\_\_\_\_  
Signature of Chapter Advisor

\_\_\_\_\_  
Date



**Helping Communities Grow Chapter Recognition Program**

CHAPTER INFORMATION		
Chapter Name:	Chapter Number:	State:
Advisor Name:	Phone Number:	Advisor Alt. Number:
School Name and Address:		Advisor Signature:
Advisor E-mail:	# of Chapter Members:	# of Members Participating:
COMMUNITY REFERENCES		
Please list the community organization(s) your chapter reached out to and their contact information. If you need extra space please attach a separate sheet.		
Organization:	Organization:	
Contact Name and Information:	Contact Name and Information:	
PROJECT INFORMATION		
Please select your project theme: <input type="checkbox"/> Keeping the Earth Green <input type="checkbox"/> Nourishing the World		
Please check carefully in order to ensure that your chapter has included the following required documents to complete your application. <input type="checkbox"/> Application information form <input type="checkbox"/> Essay questions (5) in less than 150 words each <input type="checkbox"/> Activity timeline with dates and information <input type="checkbox"/> Letter of recommendation from community group/organization <input type="checkbox"/> Supporting materials (photo, video, or audio)		



Please select the type of supporting materials included in your application

- Photos
- Video
- Audio
- Other \_\_\_\_\_

## Chapter Information Form



### ***Helping Communities Grow Chapter Recognition Program*** Essay Questions

Please answer each question in 150 words or less.  
If you need more room please attach a separate sheet.

#### **Essay Questions:**

Please describe your program and how it accomplished your goals and objectives.

Describe the results of your project, and how they were measured.

How was your program successful? How could it have been improved?

What were the most rewarding elements of your project?

How did your initial strategy and plan of action change throughout the course of the project?  
What lessons did you learn? Is there anything you would do differently?



***Helping Communities Grow***  
**Activity Timeline**

Date	Activity Description	# Chapter Participants	# Community Participants (if applicable)	Notes



**Helping Communities Grow Chapter Recognition Program**  
Judging Rubric

Goals and Objectives (15%)	Below Average	Average	Above Average	Points
Measurable and specific  Realistic  Related to the theme  Tied to the Nutrients for Life curriculum  Challenging				
Project Implementation (30%)	Below Average	Average	Above Average	Points
Clear procedure/steps  Educational  Innovative  Unique  Beneficial  Related to theme				
Results/Evaluation (50%)	Below Average	Average	Above Average	Points
Goals were achieved  Benefits to community				

Impact				
Educational				
Supporting documentation				
<b>Overall Presentation (5%)</b>	<b>Below Average</b>	<b>Average</b>	<b>Above Average</b>	<b>Points</b>
Grammar and spelling				
Organization of materials				
Followed instructions				
Creativity				
				<b>TOTAL:</b>

### Judge's Notes