



North Carolina FFA
Association

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News Release

For Immediate Release

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FFA Chapter Participates in State Marketing Event

Mount Olive, NC – The _____ FFA Chapter participated in the North Carolina FFA Association Marketing Plan Career Development Event on March 27th, 2024, at the University of Mount Olive. Team members include _____, _____ and _____. Their FFA advisor is _____.

Prior to attending the state event, the teams researched and developed a marketing plan for an agricultural product, supply, or service. The teams then presented their solution for marketing problems to a panel of public relations and marketing professionals. The FFA members were evaluated on the various parts of the marketing plan, which included market analysis, business proposition, action plan, budget management, evaluation, and the effectiveness of their presentation.

The highest scoring team in the state event is eligible to compete in the National FFA event at the National FFA Convention in October. The top three teams will be recognized during the North Carolina FFA State Convention in Raleigh on June 25-27, 2024.

This event is one of 43 different career development events offered to North Carolina FFA members on the state level.

North Carolina FFA is a youth organization of 32,597 student members preparing for leadership and careers in the science, business, and technology of agriculture with 355 local chapters across the state. FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education. Visit www.ncffa.org for more information.