# 

# **For Immediate Release** Contact: Carmen Bracey, State FFA Coordinator

**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 8th, 2023, 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 27-29, 2023.

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](http://www.ncffa.org) for more information.

*The North Carolina FFA Association is a resource and support organization that does not select, control, supervise, or approve local chapter or individual member activities, except as expressly provided for in the North Carolina FFA Constitution and Bylaws.*