



AGRICULTURE AGVOCATE LEADERSHIP PROGRAM

Open to Juniors in the Benson, Campbell, Chokio-Alberta,
Hancock, Herman-Norcross, KMS, MACCRAY, Morris
Area, Montevideo, Wheaton, West Central Area,
and Willmar School District

Applications Postmarked by March 31st

Riverview Agriculture Advocate Program Mission Statement

The Riverview Agriculture Advocacy Leadership Program strives to create a learning environment for the development of young leaders in the agriculture industry. Participation in the Advocacy program will increase understanding of the agriculture industry and the important impact it has on our local, state, and national economies. Additionally, the program will develop the necessary support system for participants' current and future involvement as leaders in the agriculture industry.

Qualifications for Riverview Agriculture Advocate Leadership Program

1. Candidates must be at the end of their junior year of high school in the Benson, Campbell, Chokio-Alberta, Hancock, Herman-Norcross, KMS, MACCRAY, Morris Area, Montevideo, West Central Area, Wheaton, or Willmar School District.. (program runs from June to May of the student's senior year)
2. Neither participants nor their families, need to be involved in production agriculture. Individuals must, however, want to develop their knowledge about agriculture and leadership skills through this program.
3. Participants must have strong communication and leadership skills.
4. Participants must be willing to participate in all aspects of the program including training, tours, community presentations, Ag in the Classroom in their school districts, and involvement in other activities as agreed upon by the program coordinator and the students involved. *All dates and activities will be planned once the students are chosen for this experience.*

Scholarship Information

1. All Agvocates will earn the following:
 - A \$2,000 scholarship will be awarded to each student after completion of program requirements
 - Riverview Polo Shirt
2. Students must complete all application requirements: Essay (Page 5) and Application Form (Page 6).
3. All applications must be postmarked by March 31.
4. All final requirements must be completed by May 1st of the student's senior year of high school for payment to be received by Agriculture Advocates. Payment will occur after their first semester of college upon receiving an email indicating completion of the semester.

Program Timeline

March 31st	Applications postmarked and mailed to Riverview To include: <ul style="list-style-type: none">● Application● Parental Permission Form● Typed Essay
April	Notification of candidates advancing to Round 2: Personal Interviews (If necessary)
April	Personal or Digital (Skype) Interviews (If necessary)
June/July/August	Day Training Activities - various locations To include: <ul style="list-style-type: none">● Leadership Development (July)● Agriculture Tours (July)● Ag in the Classroom Training (August)● Presentation Development (August)
September-March	Advocacy Programs To include: <ul style="list-style-type: none">● Ag in the Classroom Presentations● Community Presentations
Nov/Dec Midwinter Meeting	<ul style="list-style-type: none">● Hot Topics in Agriculture● Update and sharing from Advocates
January/February/March	Day Training and Experiences To include: <ul style="list-style-type: none">● Government relations● Agribusiness tours● Dairy and Beef
April	Group advocacy workshop presentation TBD

Program Application Information

“Hot Topic” Essay Guidelines

1. Identify one “hot topic or issue,” related to agriculture, you have followed or heard about recently in the news or in your community. Develop an essay that explains the topic, describes how this issue came about, and what you feel could be done by the agriculture community to help educate the public about this issue.

Deadline: Postmarked by March 31st.

(An essay shares your opinion or perspective. Facts and research may assist your essay writing, however, do not submit a research paper.)

2. *Essay should be a minimum of 500 words and a maximum of 750 words.*

Example Subjects:

- Environment (issues, new technology, etc.)
- Education (agriculture literacy, image campaigns, etc.)
- Production (disease research, management, etc.)
- Economics (trade and exports, market cycles, etc.)
- Food Safety (food preparation, consumer information, etc.)
- Social Issues (politics of agriculture, animal welfare, expansion, etc.)

This is not a comprehensive list of the potential subjects your essay could cover. Do not let this list limit you.

Please send applications to
Riverview, LLP Attn: Natasha Mortenson 26406 470th Ave Morris, MN 56267

Interviews (if necessary)

All applications will be reviewed and semi-finalists may have a personal interview. A committee will interview each candidate that is selected for this round. The personal interview will be an opportunity for candidates to demonstrate their knowledge of, passion for, and commitment to agriculture and display their ideas for how to increase agricultural literacy in our communities.

Also available at: <http://www.riverviewllp.com/agvocate-scholarship-program.html>

Application Form

Postmarked by: March 31

School District: _____

Name: _____

Graduation Year: _____

Address, including town and zip code: _____

Cell Phone: _____ Home Phone: _____

Email Address: _____

Parent/Guardian Name: _____

Name of one reference Riverview LLP may contact regarding your leadership abilities and agriculture background:

Name: _____ Position: _____

Email: _____ Phone: _____

Please answer the following questions on a Word document.

1. Why would you like to become the Agriculture Advocate in your community?
2. What special qualities or skills can you offer the program and your community?
3. What current issues do you feel are critical/challenging for the Agriculture Industry in your community?
4. Describe your personal goals (education, career, family, leadership, etc).
5. List the activities in which you are involved (4-H, FFA, school, community, church, awards, etc).
6. What experiences have had the greatest impact on your goals?

[Please send applications to](#)

**Riverview Agriculture Advocate Agreement
and Parental Permission Form**

Parent Portion:

I support the participation of my son/daughter (name) in activities hosted by Riverview. These events include:

- Leadership Training
- Tours
- Community and School Presentations
- County Fair
- State FFA Convention
- Other Events and travel as needed

I understand that some events will not be formally chaperoned by Riverview. I understand that my son/daughter will be giving presentations in his/her community and schools on his/her own time.

Advocacy Leader Portion:

I acknowledge that I am representing Riverview, my community, and family through the Riverview Agriculture Advocate Program and that I will conduct myself in a respectful, professional and engaging manner while at all functions, sharing a positive message about the agriculture industry through my conversation and actions.

Parent Signature _____ *Date* _____

Agriculture Advocate _____ *Date* _____

Please provide contact information in the event of an emergency:

Parent/Guardian _____
Home Cell#1 Cell #2

Parent/Guardian email: _____

Score Sheet for _____
(Candidate name)

Application and Essay: 100 possible points

Item to be scored	Pts. Possible	Score	Comments
Clear, understandable message	40		
Well-organized thoughts and format	30		
Displays good grammatical skills	30		

Applicants Selected for Round 2 (if necessary)

Personal Individual Interview: 100 possible points

Item to be scored	Pts. Possible	Score	Comments
Communication and Listening Skills	25		
Appearance, Poise and Manners	25		
Confidence and Enthusiasm	25		
Knowledge of the Agriculture Industry	25		

For More Information on this Program, Contact:

Riverview, LLP
 Natasha Mortenson
 26406 470th Ave
 Morris, MN 56267
 320-815-8459

natasha.mortenson@riverviewllp.com