



LESSON PLAN

FIVE WAYS TO ADVOCATE FOR AGRICULTURE AS AN FFA MEMBER

Day 1 - 45 Minutes

I. Introduction

- Begin by asking students: Why is advocating for agriculture important?
 - Have students brainstorm and discuss in small groups.
 - Share responses and connect their ideas to real-world agricultural challenges.
- Discuss the role of FFA in agricultural advocacy.
 - Highlight FFA's mission and how members serve as the voice of agriculture.
 - Provide examples of FFA members making a difference in advocacy efforts (e.g., former members working in policy, community leadership, media).
- Introduce and dissect the five key ways FFA members can advocate for agriculture.
 - Community Engagement
 - Legislative and Policy Involvement
 - Connecting with Industry Leaders
 - Social Media Advocacy
 - Embracing Leadership Roles

II. Community Engagement

- Hosting Ag Literacy Events
 - Discuss the importance of educating young students about agriculture and where food comes from.
 - Brainstorm fun, interactive ways to teach elementary students (ex. farm-to-table activities, petting zoos, ag-related storytime).
- **Activity:** "Plan Your Own Ag Literacy Event" (Project-Based Learning)
 - Divide students into small groups.
 - Assign each group to design a fun, interactive event to teach elementary students about agriculture (examples: farm-to-table activities, petting zoos, ag-related storytime).
 - Have groups present their event idea to the class.
 - As a class, vote on the most feasible event to implement.
- Community Service Events
 - If your chapter hosts a service event, discuss how that project advocates for agriculture.
 - If your chapter does not host a service event, discuss ideas for a future event that benefits the local community while promoting agriculture (e.g., food drives, school garden projects, farm clean-ups).

Day 2 - 45 Minutes

Bell Ringer: as the students come into class, have them look at the websites for today's lesson to get an idea of what they cover ([Texas Farm Bureau](#), [Magnetic Ag](#), [Successful Farming](#), [Argi-Pulse](#), and [National Farm Bureau](#)).

III. Legislative and Policy Involvement

- Staying Informed
 - Utilizing the websites above have students research a current agricultural policy issue affecting their community or state.
- Engaging with Legislators
 - Identify your local legislators using [this resource](#).
 - **Activity:** Have students write an email or letter to a local legislator about the agricultural issue they previously researched.
 - Guide students in identifying their local legislators.
 - Have each student draft an email or letter to a legislator about the agricultural issue they researched.
 - Encourage students to include personal connections to agriculture in their letters.
 - Discuss the importance of inviting policymakers to chapter events.
 - Brainstorm a list of possible elected officials that your chapter would like to engage with.

IV. Connecting with Industry Leaders

- Scheduling Industry Tours
 - Discuss the benefits of visiting local agricultural businesses and farms.
 - Have students compile a local list of agricultural businesses they would like to tour. You can also use Texas FFA's [Agriculture Industry Immersive Experiences](#) resource.
- Inviting Guest Speakers
 - Assign students to research and suggest local industry professionals they could invite to speak at an FFA meeting or during a class period.

Day 3 - 45 Minutes

V. Social Media Advocacy

- Using Platforms to Share Experiences
 - Discuss the impact of social media on agricultural advocacy.
 - Encourage students to share their SAE, stock show experiences, and leadership activities online.
 - Provide examples of compelling agriculture advocacy posts. This could look like local individuals in your community or even spotlighting some students who do this well.
 - **Activity:** Create a Social Media Post
 - Ask students to create a sample social media post promoting agriculture. They can choose:
 - A Facebook or Instagram post about sustainable farming.
 - A short TikTok or YouTube script explaining a farming technique.
 - A Twitter thread on agricultural innovations.
 - Students share their posts with the class and explain why they think their content would be effective.
 - *Discussion Questions for Activity:*
 - What are the biggest advantages of social media in agriculture?
 - What are some challenges (e.g., misinformation, digital access issues)?
 - How can young people contribute to promoting agriculture online?

VI. Embracing Leadership Roles

- Empowering Younger Members
 - Discuss how older members can mentor younger FFA students.
 - If you have only younger members brainstorm who are positive role models in the chapter and your community. Can also include characteristics of a good leader.

VII. Conclusion and Reflection

- Recap the five advocacy strategies.
- Reiterate the importance of advocacy and encourage students to follow through on their commitments.
- **Ticket Out:** (Give students a post-it note or use Blackboard/Canvas) Have students write down one concrete action they will take to advocate for agriculture.

Bonus Activity: Policy Simulation

- Assign each student one of the roles below and host a mock debate over agriculture policy. Provide 15-20 minutes for groups to prepare before hosting the debate.
 - Farmers
 - Consumers
 - Policymaker