

Discussion Meet Tuesday Trainings

Groups: Young Farmers & Ranchers, YF&R Coordinators

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Posted in **YF&R Coordinators, Young Farmers & Ranchers**

**August 6,
2019**

To help competitors prepare for state and national Discussion Meets, AFBF will be hosting a series of trainings again this fall. Each call/webinar will last an hour and include an industry expert on one of the five questions that will be used in the 2020 YF&R Discussion Meet in Austin and the YF&R Collegiate Discussion Meet in Louisville. The first training will cover the overall competition and preparation tips. There will be ample time for questions and answers during each of the trainings.

Reminders will be sent to coordinators and the Discussion Meet list-serv prior to each call. If you have members you would like to add to the list-serv, please send their email addresses to yfr@fb.org. Recordings of all the trainings will be provided to state coordinators and those on the list-serv after the completion of the trainings.

Tuesday Training Schedule:

September 10 – General overview of the competition.

September 17 – Question 1 – How can Farm Bureau build upon collaborative relationships such as Farm Town Strong to combat nationwide crises such as opioid dependence/addiction and mental health issues?

September 24 – Question 2 – Products like cell-based food products have demonstrated the food system is rapidly changing. How can future food technologies and related products be beneficially integrated into modern agricultural production without hampering the success of traditional products and the farmers and ranchers who grow them?

October 1 – Question 3 – The customer is always right. How do farmers and ranchers think and respond, through the lens of consumer priorities and marketing trends, to build common values and confidence in modern production methods to build consumer acceptance?

October 8 – Question 5 – The 21st-century agricultural economy is threatened by labor shortages. Without a clear solution for accessing foreign guest workers as a component of immigration reform coming from Congress, what are some creative and legal ways for agriculture to address the labor needs of a modern production system?

October 15 – Question 4 – With abundant productivity, farmers are in need of new markets, including outside traditional food and feed channels. How do we develop, invest and commercialize to innovate new uses of agricultural products and by-products to benefit all of agriculture?

Call Information:

All trainings will be at 8:00 p.m. ET and use the following toll-free number and passcode:

Toll-Free Number: 1-800-768-2983

Participant Passcode: 7870140 #