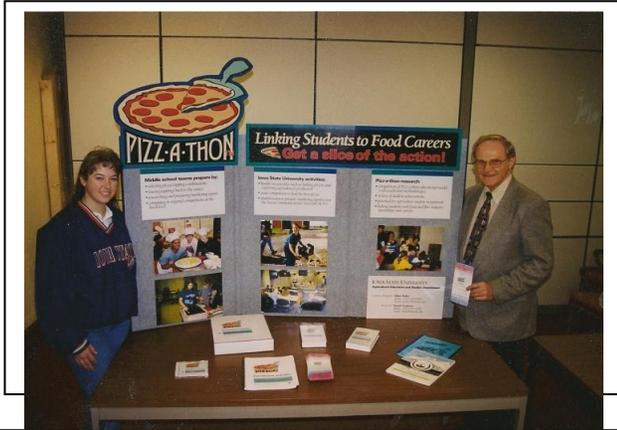


Pilot Project-FFA SAE



Brandi Neubauer Boyd, Ag Ed Grad Student's research shows the Pizz-A-Thon-best Ag Literacy program.

Pizz-A-Thon

FFA Students: "Get a slice of the action"

- earn money for their chapter
- develop Ag communication skills
- develop & demonstrate sales skills
- help carry the food producing & soil and water protection story to the younger generation
- bring awareness of careers in food & industry to younger generation

Goal:

Assistance: Assist Ag Instructors and the FFA with Supervised Agriculture Experiences (SAE), providing student(s) with training in locating sponsors, lessons and materials, assisting lower grade teacher(s) in implementing the Pizz-A-Thon.

Budget: Assistance will be provided in developing a budget. Participating elementary and or middle school students and teachers would receive instructional materials, Pizz-A-Thon T shirts, medallions, team experimental boxes for exploring and discovering the value of soil conservation. If interested and it is planned in the budget, the FFA chapter would receive a stipend.

Ag Student's Plan: The FFA student(s) would develop a plan with the lower grade teacher involved.

Approaching Sponsors:

Introduction

Introduce yourself on behalf of the FFA Chapter. I will be involved in a "first ever" program in our Chapter. My supervised agriculture experience (SAE) will be new to FFA. I will assist a teacher in elementary or middle school in carrying out a program to interest our youth in agriculture, the food industry and soil and water conservation. The intent is to develop this program for other FFA Chapters with my project being a pilot test of the program.

Pizz-A-Thon

It is called the Pizz-A-Thon, developed at Iowa State University (ISU), where kids have fun - learn the source of their food (farm & green house-lessons in health, social studies, art, language art, science, natural resources & agriculture). This program has been successful for over 15 years in the Cedar Rapids, Quad Cities and Ames areas.

In a "mock business" teams of students create what they decide would be the best pizza for the future, trace the toppings back to the origin and develop a plan to market their pizza.

Develop A Teacher/Student Plan

- **Understand the program before approaching potential teachers and sponsors.**
-Review the websites www.pizz-a-thon.com . See an overview on the “About” page.

Develop your strategy in approaching prospective sponsors and teachers.

-Analyze students time available for the project and develop a draft time schedule to assist the teacher.

-Call on your soil and water conservation district, agriculture organizations, commodity groups, community marketing organization, grocery or food companies and business and say you would like to meet with them to discuss a program that will be a “first in the State” with lots of visibility for whomever is involved.

-Stress the flexibility of the program to fit their objectives, goals and time available.

-On the website, show them a photo of a T shirt, metallions and Plexiglass boxes for exploring and discovering the value of protecting out topsoil from erosion.

- **Consider Showcasing Your Program.** One example, your students could feature the three top Pizz-A-Thon teams and display place mats and logos at the county fair. FFA or 4-H livestock and vegetables could be integrated into the program to make the connection of pizza to the farm. Or the students could arrange for a separate community day to showcase their program.

- **Keep Journal Highlights**

- **Work with media to publicize the program from the beginning.**

-Call and say you would like to meet with them to discuss a program that will be a “first in the State” with lots of visibility for whomever is involved. See if they are interested in you providing them pictures of your activities or interviews.

Opportunity to Sponsor and be Recognized

Benefits to Sponsors, Kids and Teachers

Sponsors will receive publicity through the media and through the program *materials.

Teachers are provided stipends and FFA Chapters will receive a stipend if included in the budget.

Budget and Materials

Included: Teaching plans, guidelines in conducting Pizz-A-Thon competition, Plexiglas plant/root observation box (for comparing growth of corn in subsoil vs. topsoil), Pizz-A-Thon T shirts, award ribbons and medallions, and judging criteria.

Students: Interest Teachers In Pizz-A-Thon

You might use the following approach to interest an elementary or middle school teacher:

As an educator in your community, you have a unique opportunity to help shape our youth understanding of the food industry and the many careers associated with it. You are invited to participate in the Pizz-A-Thon, an agriculture literacy program which has evolved over 15 years as a result of a Kellogg Foundation initiative "Vision 2020 Program" through Iowa State University.

Pizz-A-Thon program

Many of our kids think our food source begins at the grocery store, and do not understand the link to the farm, greenhouse, processing, marketing and distribution. In the Pizz-A-Thon, students learn while having fun. In a "mock business" teams create a prize pizza, trace the toppings back to the origin, develop a marketing report and compete for prizes. Individual students are judged on place mats they create for a pizza restaurant. Kids take pride in their creations and have fun while developing communication, art and social skills. **It is a flexible program for schools and clubs, and adaptable to a wide array of children's abilities (Special Ed through Talented and Gifted).**

Teacher Evaluation Summary:

I love the hands-on learning for the kids on so many different levels – team building, career education, communications, social studies & agriculture. Teams take ownership in creating an end product.

Pizz-A-Thon Success: Summer 2014, Boys & Girls of Story County, Ames, IA

This summer our members had the opportunity to engage in Pizz-A-Thon each Monday. They planted seeds in a planter box and each week recorded data on their specific plants before going on a field trip to an actual agricultural farm to see farm operations in action. At the end, they had the chance to make their very own pizzas. All of this took place while they were learning about the importance of protecting a very precious material, our soil.

The kids met in the learning center once a week to collaborate on various activities involving pizza and protecting the soil. Members loved the program and were dedicated to making sure their plants were watered so they would continue to grow, and afterwards, lots of hard work and thought went into making the best pizza ever!

What really made their day was the recognition many of them received at the end of the program. Some kids have never had the opportunity to win something; those who won a medal were full of joy! Thank you to Eldon Weber and the Ames Breakfast Lions Club for sponsoring this program.

We hope to implement it into our programming again in the upcoming years!

Johnny Willis, Director of Operations

Contact for further information: Eldon Weber 4001 Fletcher Blvd. Ames, Iowa 50010

515-233-4474 e1935w@aol.com The Sponsorship Application and fee is to be sent to Eldon.