



Engage with Farm Bureau® Challenge Applicants in Your State

The Farm Bureau® Rural Entrepreneurship Challenge is a business competition that surfaces innovative rural entrepreneurs who are working on agricultural and food businesses across the country. Every year, the American Farm Bureau Federation shares information with Farm Bureau staff about Challenge applicants from their state. Your state staff and leaders have an opportunity to engage and learn more about these members. Their innovations and contributions to the rural landscape can be highlighted in a number of ways.

Here are some strategies you may want to consider implementing in your state.

1. Have your President/Administrator/Board member send a letter or call the applicants to congratulate them on participating in the Challenge.
2. Have your President/Administrator/Board member visit the applicants' businesses.
3. Ask the applicants how Farm Bureau can help them with their startup businesses.
4. Feature a story about the applicants in your Farm Bureau newsletter or website. Check out [Minnesota Farm Bureau's story featured on its website](#).
5. Develop a video featuring your applicants. Check out [Georgia Farm Bureau's video on the Georgia Farm Monitor](#) and [Tennessee Farm Bureau's video](#).
6. Ask the applicants to submit a guest post to your Facebook page about their experience starting new businesses.
7. Invite the applicants to visit the state or county Farm Bureau office.
8. Develop a networking event to bring together all of the applicants in your state so they can meet each other.
9. Invite the applicants to talk about their businesses at your state Farm Bureau annual meeting.
10. Invite the applicants to participate in Young Farmers & Ranchers events in your state.
11. Host an entrepreneurship panel at your Young Farmers & Ranchers leadership conference that features innovative startups.
12. If your applicants make it to the Final Four, encourage your members to vote online for them for the People's Choice Award. The team with the most votes receives \$25,000. Check out [Iowa Farm Bureau's campaign](#).

For more information

Email: Lisa Benson (lisab@fb.org)