

Video Contest, "Agriculture is..."

St. Louis, MO - April 20, 2011 - The [CropLife Ambassador Network](#) (CAN) is turning to all involved in modern agriculture for help in sharing our real story with youth by hosting its first YouTube-style video contest. Planting season offers a good opportunity to start video recording what is being done on your farm.

The contest runs through November 1 but has two entry periods. Video submission for the first period is July 30, 2011 and for the second period is November 1, 2011. With 2 submission periods videographers will be able to capture agriculture in all its seasons.

Participants are challenged to create a five minute or less video depicting how Modern Agriculture is one of the following...

1. Important to everyone
2. Cutting Edge
3. Sustainable
4. A Way of Life

Submissions from each period will be judged separately and awarded 1st, 2nd and 3rd place. Awards for each period are: 1st place \$500, 2nd place \$300, 3rd place \$200. For complete contest guidelines visit <http://ambassador.maca.org/video-contest/>

Agriculture has a story to tell and who better than those passionate about it. The videos will be used in elementary schools across the Midwest by the CropLife Ambassador Network volunteers. "Our volunteers visit thousands of elementary school children every year and these videos will allow them to bring a bit of real agriculture into the classroom," said CAN program coordinator Janet Braun

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The [CropLife Ambassador Network](#) is the outreach education program of the [Mid America CropLife Association](#) (MACA). MACA's mission is to research public issues relating to crop production and to work together to improve the crop life cycle via health, safety and public education.