



HELP US **GROW** FUTURE CAREERS IN AG

OVER \$500,000 in scholarships
now available!

You know the rewards of a career in ag, and so does *AMERICA'S FARMERS GROW AG LEADERS*. That's why we're launching a *NEW PROGRAM*, supported by the Monsanto Fund, that helps keep rural youth in agriculture by giving them the opportunity to earn a **\$1,500** scholarship to further their education. And at the same time, raising awareness of our industry's diverse career opportunities.

HOW YOU CAN HELP:

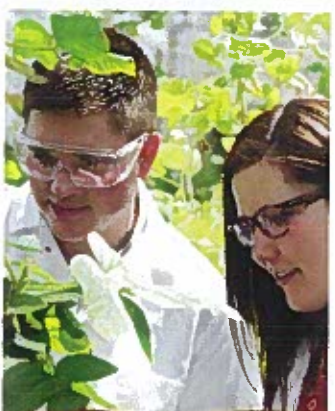
- Encourage high school seniors and college students to apply online from November 15, 2014 – February 1, 2015, at FFA.org/scholarships.
- Encourage farmers to spread the word about the program and endorse student applications by February 8, 2015.
- Join us in celebrating scholarship recipients this spring at local awards presentations. You will be notified in May of any winners in your area.

Let's work together to get the next generation of ag excited. Use the enclosed materials to spread the word about America's Farmers Grow Ag Leaders to farmers and students in your community.

To order more materials, contact your Sales Support Specialist or DSM.

GrowAgLeaders.com #GrowAgLeaders   

America's Farmers Grow Ag Leaders is administered through the National FFA Scholarship program. Students need not be members of FFA to apply. Farmers can endorse a student at FFA.org/scholarships or by calling 1-877-267-3332. Farmers must have the student's scholarship application ID to complete the endorsement. Program is available in eligible counties in 40 states. National Agriculture in the Classroom is not affiliated in any way with the America's Farmers Grow Ag Leaders program. All other trademarks are the property of their respective owners.
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Monsanto Fund is
proud to support FFA.



Q&A

1. What is America's Farmers Grow Ag Leaders?

America's Farmers Grow Ag Leaders helps keep youth in agriculture by raising awareness of the diverse career opportunities in the industry and by providing scholarships that enable students to further their education, preparing them to be future leaders. In collaboration with the National FFA Scholarship program, Grow Ag Leaders offers \$1,500 scholarships supported by the Monsanto Fund.

2. Is this a new program?

The 2014 Grow Ag Leaders program was piloted by Monsanto Company in six states – Alabama, Georgia, Indiana, Nebraska, North Carolina and South Carolina. Starting November 2014, the 2015 program is sponsored by the Monsanto Fund and open to students who live in one of the 1,324 eligible counties across the United States. Visit GrowAgLeaders.com for a list of the eligible counties.

3. Who is eligible to apply for a Grow Ag Leaders Scholarship?

To be eligible for any FFA scholarships, students must meet the FFA-published criteria for eligibility, located at FFA.org/scholarships (view "Frequently Asked Questions" tab). Applicants do not need to be FFA members. To be eligible for a Grow Ag Leaders scholarship through the National FFA Scholarship program, a student must also meet the following criteria:

- Reside in one of the 1,324 eligible counties (visit GrowAgLeaders.com for a listing of all eligible counties)
- Be under the age of 23
- Be endorsed by three farmers
- Be a high school senior (public, private or home-schooled) or full-time college student (minimum of 12 credit hours)
- Have a minimum of a 2.5 GPA on a 4.0 scale
- Be pursuing or intending to pursue a degree related to agriculture from a two- or four-year program and majoring or intending to major in the one of the following:

- | | |
|------------------------------------|-------------------------------------|
| - Agricultural business management | - Agriculture policy and management |
| - Agricultural communications | - Agriculture power and equipment |
| - Agricultural economics | - Agriscience technician |
| - Agricultural education | - Agronomy and crop science |
| - Agricultural engineering | - Animal science |
| - Agricultural extension | - Biochemistry |
| - Agricultural finance | - Biological sciences |
| - Agricultural journalism | - Biotechnology |
| - Agricultural mechanization | - Chemical engineering |
| - Agricultural public relations | - Communications |
| - Agricultural sales and marketing | - Computer systems in agriculture |
| - Agricultural systems management | - Conservation |

- Dairy science
- Dietetics
- Electrical engineering
- Entomology
- Environmental engineering
- Environmental science
- Equine science
- Farm and ranch management
- Food science and technology
- Food service management
- Food services and hospitality
- General ag/ag sciences
- Human nutrition
- International agriculture
- Journalism
- Marketing
- Mechanical engineering
- Natural resources management
- Plant breeding and genetics
- Plant pathology
- Plant science
- Poultry science
- Public relations
- Public service and administration in agriculture
- Soil conservation
- Soil science
- Sustainable agriculture
- Water conservation

Not Eligible to Participate – The following are not eligible to participate in this program:

- (i) officers, directors and employees of Monsanto Fund, or of any of its representatives or advertising/promotion agencies, or any of their spouses, children or household members;
- (ii) officers, directors and employees, of Monsanto Company, or of any of its subsidiaries or affiliates, or any of their spouses, children or household members;
- (iii) spouses of any of the officers, directors or employees listed in (i) or (ii), above, or any of their children or household members;
- (iv) officers, directors and employees of any seed dealers, or any of their spouses, children or household members.

4. How does a student apply for a Grow Ag Leaders Scholarship?

Students apply online at FFA.org/scholarships between November 15, 2014, and February 1, 2015. Each student will be given a unique application ID number when he or she starts an application, which they will provide to the farmers who endorse them, along with directions to the Farmer's Endorsement Database. Farmers will visit the Farmer's Endorsement Database at FFA.org/scholarships or call **1-877-267-3332** by February 8, 2015, to endorse a student. No purchase is necessary to apply or win.

5. How are the recipients chosen?

The winning applications are selected by the National FFA Organization as articulated on its website, FFA.org/scholarships.

6. Why are students required to obtain endorsements?

Because farmers are crucial to agriculture, we are asking them to help us cultivate the next generation of leaders by endorsing students whom they believe will contribute to the future success of the industry.

7. Who can endorse a student?

Farmers who live or farm in an eligible county can endorse a student. Visit GrowAgLeaders.com for a listing of all 1,324 eligible counties. No purchase is necessary to endorse a student, and the farmer does not have to purchase Monsanto Company products. Farmers must be 21 years or older and be actively engaged in farming. A farmer is "actively engaged in farming" if he or she performs farming work, or hires and actively manages others who do so on a full- or part-time basis.

8. Can farmers endorse a family member?

Yes, the Monsanto Fund cares about farmers and their families, and encourages farmers to endorse their children and other family members.

9. How does a farmer endorse a student?

If approached by a student for an endorsement, a farmer must visit FFA.org/scholarships or call 1-877-267-3332 by February 8, 2015, to submit his/her endorsement. The farmer must have the student application ID number to endorse a student. Once the endorsement has been submitted, both the farmer and student will receive an email confirmation. Please see GrowAgLeaders.com for more information.

10. What information does a farmer need to provide to endorse a student?

Farmers will be required to provide the application ID number of the student they wish to endorse, as well as their own name, address and phone number. Farmers will not be asked or expected to give other information or details about the student; simply calling or going online to enter an endorsement with the appropriate application ID number and providing the information requested is sufficient.

11. Does the student have to live in the same county as the farmer endorsing the student?

No, the student and farmer do not need to live in the same county. The student's permanent address must be in an eligible county. The farmer must live or farm in an eligible county.

12. How many students can a farmer endorse?

Farmers are asked to endorse no more than three students.

13. Why can only farmers endorse students?

The America's Farmers programs are committed to recognizing and empowering farmers, and the Monsanto Fund is dedicated to strengthening the farm communities where farmers live and work.

14. Why is the Monsanto Fund sponsoring this program?

Like today's farmers, we are committed to helping the next generation remain engaged in agriculture. We understand the importance of education and that today's students will be tomorrow's agricultural leaders.

15. How many scholarships will be awarded?

Assuming sufficient eligible entries, 352 scholarships will be awarded among students in the eligible counties.

16. Why is the Monsanto Fund supporting the National FFA Organization?

The Monsanto Fund is a proud supporter of the National FFA Organization, and we are thrilled to expand that relationship through the Monsanto Fund's support of the Grow Ag Leaders scholarship program. FFA is one of the most recognized youth organizations in rural America, and it plays a major role in shaping the future leaders of agriculture. Nearly 2,000 sponsored scholarships are awarded yearly through the National FFA Collegiate Scholarship Program. By applying through their scholarship program, students have exposure to a wide variety of different scholarship opportunities. Please see FFA.org/scholarships for full details.

17. Is FFA membership required?

No. Any eligible student may apply for the Grow Ag Leaders scholarship. Students do not have to be FFA members.

18. Why are scholarships only being given to students intending to pursue careers in agriculture?

With a growing population and the subsequent need to feed an estimated 9 billion people by the year 2050, the agriculture industry needs talented, driven and passionate youth willing to make a commitment to agriculture.

19. Are seed or retail dealers and their relatives eligible to participate?

This program is designed for students and farmers only. Dealers and their relatives can play a part in the program by encouraging students and farmers to participate.

20. How did you choose the eligible counties?

The 1,324 eligible counties were selected based on crop parameters from the January 2014 USDA data for corn, cotton and soybeans and 2014 USDA Census data for vegetables. The eligible counties are those where a minimum of 30,000 acres of corn and/or soybeans and/or cotton and/or vegetables are planted each year.

21. What is the difference between America's Farmers Grow Ag Leaders, America's Farmers Grow Communities and America's Farmers Grow Rural Education?

- America's Farmers Grow Ag Leaders gives students pursuing a career in agriculture the opportunity to earn a \$1,500 scholarship toward their education. The National FFA Organization administers the program, but students do not have to be FFA members to apply. The application period is November 15 through February 1 each year.
- America's Farmers Grow Communities gives farmers the opportunity to enter to win a \$2,500 donation for their favorite community charity. Its enrollment period runs from August 1 through November 30 every year.
- America's Farmers Grow Rural Education gives farmers the opportunity to grow the next generation by nominating a rural public school district to apply for a grant of up to \$25,000. Its nomination period runs from the first Monday in January through April 15 every year.

GrowAgLeaders.com #GrowAgLeaders   

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FARMERS: **GROW** A FUTURE CAREER IN AG

NEW PROGRAM! OVER \$500,000 in college scholarships available

Let's get the next generation excited about a career in the industry you know and love so well!

Partner with **AMERICA'S FARMERS GROW AG LEADERS** to keep rural youth in ag. Encourage students to learn more about a \$1,500 scholarship at GrowAgLeaders.com and apply at FFA.org/scholarships. You can also help by endorsing a student by February 8, 2015.



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STUDENTS: **GET YOUR AG CAREER OFF THE GROUND**

NEW PROGRAM! Apply now for 2015 scholarships.

HELP FUND YOUR COLLEGE EDUCATION WITH A \$1,500 SCHOLARSHIP FROM AMERICA'S FARMERS GROW AG LEADERS.

The ag industry offers you thousands of job opportunities in exciting fields like science, technology, business and communications. Learn more at GrowAgLeaders.com and apply at FFA.org/scholarships starting November 15.



#GrowAgLeaders   



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