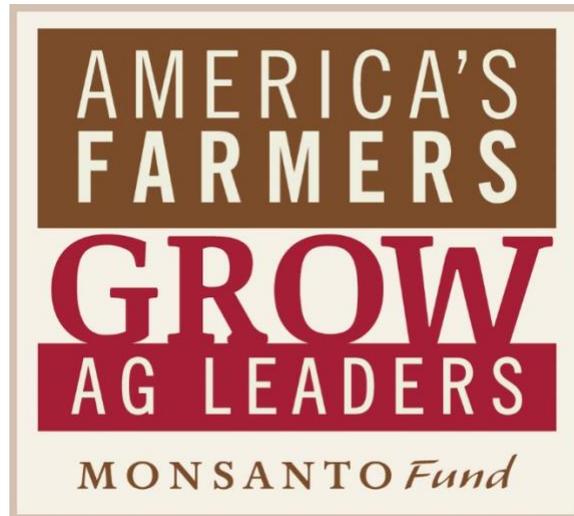


America's Farmers Grow Ag Leaders Media Kit



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America's Farmers Grow Ag Leaders, sponsored by the Monsanto Fund, encourages rural youth to become the next generation of ag leaders by awarding \$1,500 scholarships to support their pursuit of higher education in ag-related fields of study. The scholarships are administered by the National FFA Organization. Students need not be FFA members to apply.

Purpose of Grow Ag Leaders

The purpose of Grow Ag Leaders is to develop the next generation of leaders in agriculture by partnering with farmers.

With nearly 60,000 job openings in the industry and not enough qualified college graduates to fill them, the program works to create awareness and interest about the thousands of career opportunities within agriculture – including business, computer science, bio-chemistry, education, engineering, mathematics, communications, and more.

How the Program Works

From Nov. 15 until Feb. 1, Grow Ag Leaders scholarships, sponsored by the Monsanto Fund and administered by the National FFA Organization, are available to high school seniors and college students pursuing degrees in ag-related fields of study. To be considered, each applicant is required to receive endorsements from at least two local farmers. In 2018, more than 350 scholarships totaling more than \$500,000 will be awarded across 41 states. For more information about the program, rules and eligibility information, visit www.GrowAgLeaders.com or apply at www.ffa.org/scholarships.

Program Quick Facts

- In 2018, the America's Farmers Grow Ag Leaders program, sponsored by the Monsanto Fund in conjunction with the FFA, will award more than 350 scholarships totaling more than \$500,000 to students looking to study ag-related fields.
- Since its inception in 2014, Grow Ag Leaders has contributed nearly \$1.7 million in scholarships to students in rural communities.
- In addition to providing scholarships, the America's Farmers Grow Ag Leaders program is looking to raise awareness of the diverse career opportunities in agriculture.
- Because of the countless opportunities within the field of agriculture, eligible fields of study are not solely limited to "traditional" ag-related fields such as farming and agronomy, but also include business, computer science, bio-chemistry, education, engineering, mathematics, communications, and more.

Official Rules and Eligible Counties

For official rules and to find a list of eligible counties, go to:

www.americasfarmers.com/grow-agleaders/program-rules/

Media and Promotional Materials

Contact Brian Leake, Monsanto Customer Advocacy Manager at 314-694-5107 or brian.d.leake@monsanto.com for promotional materials, including:

- Program Flyer
- Program Poster
- Audio News Release (ANR)
- Radio Public Service Announcement (PSA); Available in :15, :30 or :60 versions

Sample Social Media Posts

Get the word out! We want you to help spread the news of Grow Ag Leaders with your readers/viewers/listeners and social media circles. Below you will find sample Facebook, Twitter and Instagram posts to help start conversations about ensuring a bright future for tomorrow's ag leaders.

Facebook

- Farmers, did you know [America's Farmers](#) Grow Ag Leaders is giving away more than \$500,000 in scholarships to students interested in ag? Tell a student you know today and learn more at GrowAgLeaders.com.
- Teachers, help [America's Farmers](#) find the next generation of ag leaders. The application period is now open for Grow Ag Leaders, which awards \$1,500 scholarships to students interested in studying ag-related fields. Learn more at GrowAgLeaders.com.
- There are more ag-related jobs than grads to fill them. Don't miss the chance to pursue a career in this dynamic field by applying for a Grow Ag Leaders scholarship today. [America's Farmers](#) is now accepting applications. Learn more at GrowAgLeaders.com.

Twitter

- Students, apply for [@AmericasFarmers](#) #GrowAgLeaders #scholarship to win \$1,500 to pursue careers in #ag. Visit GrowAgLeaders.com.
- There are more #ag jobs than grads to fill them. [@AmericasFarmers](#) #GrowAgLeaders scholarships help ag students. GrowAgLeaders.com

Instagram

- More than \$500,000 in scholarships are available to students interested in studying #ag fields! Tell students about the #GrowAgLeaders scholarship from [@americasfarmers](#). Learn more at GrowAgLeaders.com #agriculture #ag #scholarships
- Want a future in an exciting field? The opportunities in #ag are endless. Apply for a \$1,500 #GrowAgLeaders scholarship from [@americasfarmers](#) to study ag-related fields. Learn more at GrowAgLeaders.com #agriculture #ag #farmers #scholarships

More about America's Farmers

Grow Ag Leaders is part of a larger initiative called America's Farmers. The America's Farmers campaign highlights the importance of modern U.S. agriculture through communications and community outreach programs that partner with farmers to impact rural America. To learn more, visit www.AmericasFarmers.com.

The outreach programs include:



America's Farmers Grow Communities gives farmers the opportunity to win \$2,500 to direct to a nonprofit organization in their local community. Donations go to help feed the hungry, purchase lifesaving equipment, support ag youth programs, buy classroom resources and more.



America's Farmers Grow Rural Education works with farmers to nominate rural public school districts to compete for grants up to \$25,000. These grants support math and science education by funding projects such as technology upgrades, greenhouses and laboratory equipment.



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In the past seven years, through these programs, the Monsanto Fund has awarded more than \$42 million to farm communities across the country.

About the Monsanto Fund

The Monsanto Fund is the philanthropic arm of the Monsanto Company. It is a nonprofit organization dedicated to strengthening farm communities and the communities where employees live and work. Find out more information about the Monsanto Fund at www.MonsantoFund.org.