

# America's Farmers Grow Ag Leaders Media Kit



America's Farmers Grow Ag Leaders, sponsored by Bayer Fund, encourages rural youth to remain in agriculture and provides \$1,500 scholarships to support ag-related fields of study after high school.

## Purpose of Grow Ag Leaders

The purpose of Grow Ag Leaders is to make a positive impact in rural America by partnering with farmers to help identify the next generation of leaders in Agriculture.

## How does it work?

On Nov. 15, Grow Ag Leaders scholarships, administered by the National FFA Organization, are available to high school seniors and college students pursuing degrees in ag-related fields. To be considered, each applicant is required to receive endorsements from at least two local farmers. In 2019, 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](http://www.GrowAgLeaders.com) or apply at [www.ffa.org/scholarships](http://www.ffa.org/scholarships).

## Program quick facts

- Since 2014, Grow Ag Leaders has contributed more than \$2 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 many and varied 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 education, science, technology, business, communications, engineering, and more.

## Official rules and eligible counties

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

<https://www.americasfarmers.com/grow-ag-leaders/official-rules/>

## Broadcast Materials

For press release, interviews, or PSAs contact Eric White of Weber Shandwick at:

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Email: [elwhite@webershandwick.com](mailto:elwhite@webershandwick.com)

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## 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 America's Farmers at [www.AmericasFarmers.com](http://www.AmericasFarmers.com).

The outreach programs include:



**America's Farmers Grow Communities** gives farmers the opportunity to win \$2,500 for direct to a nonprofit organization in their local community 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 STEM grants. These grants support math and science education by funding projects like technology upgrades, greenhouses and laboratory equipment.



**America's Farmers Grow Ag Leaders** encourages rural youth to remain in agriculture and provides \$1,500 scholarships to support continuing their education in ag-related fields of study. The scholarships are administered by the National FFA Organization. FFA membership is not required.

**Since 2010, through these programs, Bayer Fund has awarded more than \$53 million to farm communities across the country.**

## About Bayer Fund

Bayer Fund is a nonprofit organization dedicated to strengthening the communities where Bayer customers and employees live and work by providing funding for food and nutrition, education and community development projects.