

## WELCOME TO DELICIOUS®

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## **Culver's® Announces Three FFA Essay Contest Winners** *Chapters to receive total of \$15,000 to fund FFA trips and education*

**PRAIRIE DU SAC, Wis.—July 31, 2019**—When the average age of the American farmer is 58 and the number of farmers over the age of 65 outnumbers those under 35 by a margin of 6-to-1, it's more important than ever to get young people interested in agriculture. After all, they'll someday have a role in growing the food we eat.

This year's Culver's FFA Essay Contest focused on this idea by asking FFA members to write about the importance of getting more young people to join the agricultural industry. FFA members were also asked to share why their peers should be excited to be part of the industry.

The three winning students' chapters listed below received a total of \$15,000 from Culver's to help fund educational initiatives, like a trip to the 2019 National FFA Convention & Expo in Indianapolis, Oct. 30 to Nov. 2, 2019.

- First place (\$7,500): Madison D.'s Wakefield FFA Chapter in Raleigh, North Carolina
- Second place (\$5,000): Will H.'s Durant FFA Chapter in Plant City, Florida
- Third place (\$2,500): Katelyn C.'s Cumberland County FFA Chapter in Crossville, Tennessee

“We loved reading about how excited and passionate FFA members are about agriculture and having more young people consider careers in the industry,” said Jessie Kreke, Culver's senior marketing manager. “It's clear that the future of agriculture is in great hands with these students!”

The excerpts that follow are from the winning essays, which were selected by Culver's and the National FFA Organization.

Madison D. encouraged young people to consider the entrepreneurial opportunities in the agricultural industry.

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- “Entrepreneurs, even small ones, can make a difference by both creating jobs for the jobless and food to feed the world. It is very important that we recruit young people to work in the agricultural field, whether it is to continue the outward supply of food to the world or to help solve problems, like climate change.”

Will H. reminded young people of all the exciting technologies and innovations that exist in the agricultural industry.

- “Farms are adopting the use of drones and autonomous technologies in their fields. More components in processing facilities and logistical functions are controlled with just a simple click on a digital screen.”

Katelyn C. outlined the knowledge and skillsets that Gen Z possesses that benefit the agricultural industry.

- “Born around the turn of the century, our education has taught us the importance of watching carbon dioxide emissions, methane, and practicing energy saving techniques . . . As agriculture uses more and more computer technology, we are better suited to implement the technology in our farms such as drones, satellite guided tractors, and animal GPS tags.”

The essay contest is part of Culver’s Thank You Farmers® Project, which works to ensure the future of our nation’s food supply by supporting agricultural education programs that encourage smart farming. To date, the initiative has raised over \$2 million in support of the National FFA Organization, local FFA chapters and a variety of local agricultural organizations.

### **About Culver’s:**

For 35 years, Culver’s guests have been treated to cooked-to-order food made with farm-fresh ingredients and served with a smile. The ever-expanding franchise system now numbers over 700 family-owned and operated restaurants in 25 states. The restaurants’ nationally recognized customer service is based on small-town, Midwestern values, genuine friendliness and an unwavering commitment to quality. Signature items include the award-winning ButterBurger, made from fresh, never frozen beef, and Fresh Frozen Custard, including the famous Flavor of the Day program. For more information, visit [www.culvers.com](http://www.culvers.com), [www.culvers.com/facebook](http://www.culvers.com/facebook), [www.twitter.com/culvers](http://www.twitter.com/culvers) or [www.instagram.com/culvers](http://www.instagram.com/culvers)

### **About National FFA Organization:**



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The National FFA Organization is a national youth organization of 669,989 student members as part of 8,630 local FFA chapters in all 50 states, Puerto Rico and the U.S. Virgin Islands. The organization is supported by 459,514 alumni members in 2,236 local FFA Alumni chapters throughout the U.S. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online at [FFA.org](http://FFA.org) and on Facebook, Twitter and the [official news page](#) of the National FFA Organization blog.

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