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DATE: August 28, 2024  
TO: Missouri Vo-Ag Instructors  
FROM: Diane Slater  
Director of Communications  
Missouri Pork Association  
RE: 2025 FFA Pork Speaking Contest

Enclosed is information about the 2025 FFA Pork Speaking Contest. This year's theme is *Driving Pork Demand Among Today's Younger Generations*. We encourage contestants to dive into what Millennials and Gen Z's are looking for when it comes to pork. How can the pork industry market pork effectively to these new generations? How does sustainability impact purchasing decisions? Where can the future consumers of pork be reached successfully?

The FFA Pork Speaking Contest finals will be held in Osage Beach, Missouri, during the Missouri Pork Expo on February 18, 2025. This year's first place winner will receive \$200, second place will be awarded \$150, and third place will be given \$100. The remaining three participants will each receive \$50.

I know that many of you are anxious to get started on this project. I have enclosed a copy of the contest rules for your review. Students are encouraged to visit the following websites for more information:

Missouri Pork Association	<a href="http://www.mopork.com">www.mopork.com</a>
National Pork Board	<a href="http://www.pork.org">www.pork.org</a>
U.S. Meat Export Federation	<a href="http://www.usmef.org">www.usmef.org</a>
National Pork Producers Council	<a href="http://www.nppc.org">www.nppc.org</a>
Missouri Ag Statistics Service	<a href="https://www.nass.usda.gov/Statistics_by_State/Missouri/">https://www.nass.usda.gov/Statistics_by_State/Missouri/</a>
University of Missouri Extension	<a href="https://extension.missouri.edu/programs/swine-extension">https://extension.missouri.edu/programs/swine-extension</a>
U.S. Pork Center of Excellence	<a href="http://www.usporkcenter.org">http://www.usporkcenter.org</a>
Environmental Protection Agency	<a href="http://www.epa.gov/">http://www.epa.gov/</a>
Missouri Department of Natural Resources	<a href="http://www.dnr.mo.gov">http://www.dnr.mo.gov</a>
Missouri Farmers Care	<a href="http://www.MoFarmersCare.com">www.MoFarmersCare.com</a>
Protect the Harvest	<a href="http://www.ProtectTheHarvest.com">www.ProtectTheHarvest.com</a>

If you have any questions or would like more information about the 2025 FFA Pork Speaking Contest, please call (573) 445-8375, or e-mail [diane@mopork.com](mailto:diane@mopork.com).



## 2025 FFA Pork Speaking Contest

### Contest Rules

1. The general rules and regulations of the National FFA Public Speaking Contests will govern the district and state contests.
2. As soon as the district winner is selected, the local advisor must send the following material to: Diane Slater, MPA, 6235 W. Cunningham Drive, Columbia, MO 65202.
  - a. Four (4) double-spaced type-written copies of the speech on 8.5" x 11" white paper.
  - b. A signed statement that the contestant's speech is the result of their own work.
  - c. Bibliography must be included.
3. The contest will include a 6-8 minute presentation with a 5 minute question session. Questions about the national and state organizations and current pork industry issues will be included along with questions about the speech.

### Cash Awards

First Place	\$200
Second Place	\$150
Third Place	\$100
Other participants	\$50

### 2025 State FFA Pork Speaking Contest Finals

February 18, 2025  
Missouri Pork Expo  
Margaritaville Lake Resort  
Osage Beach, Missouri