

### Mark Poeschl

National FFA Organization Chief Executive Officer

### 1 million+ students in agricultural education





### Agriculture, Food and Natural Resources Value Chain

As in any industry, CONSUMERS and TECHNOLOGY drive what and how things are produced. Right now, PERSONAL HEALTH,

SUSTAINABILITY and NUTRITION are significant drivers affecting ag, food and natural resources, but there are other market factors constantly weighing on these industries as well, including ECONOMICS, GOVERNMENTAL POLICIES, the ENVIRONMENT, DEMOGRAPHICS AND MORE. Meanwhile, INNOVATION makes involvement in these industries ever-expanding.





### R&D

After determining trends in consumer preferences, research and development labs create innovative new processes, products and solutions to solve problems.

- Market research analysts
- Animal nutritionists
- Geneticists
- Microbiologists
- Scientists

### Pre-Production

Inputs like seed, machinery and data analysis are just some of the things needed to carry out the duties of the rest of the chain.

- Engineers
- Welders
- Mechanics
- Technology analysts
- Seed, fertilizer and chemical salespeople

### Production

Here, the raw materials needed for end products are produced. Crops are grown, livestock is raised, oil is drilled and coal is mined.

- Farmers
- Ranchers
- Oil drillers
  Coal miners

### Supply Chain

Someone needs to turn raw materials into products and get them into consumers' hands.

- Oil refinery operators
- Meat processing plant workers
  Grain elevator technicians
- Steelworkers
- Truck drivers, pilots, barge operators
- International trade business people

### **End Product**

When the end product of food, fuel, fiber, lumber or pharmaceuticals is ready, it is stocked for public use.

- Veterinarians
- Grocery & retail store managers
   Restaurant chefs
- Machinery dealers & mechanics

### Sales, Service & Support

Advertising and marketing are used to inform consumers of their purchase options and lead them to stores.

- Graphic designers
- Writers
- Public relations professionals
- Journalists
- Salespeople

### Consumers

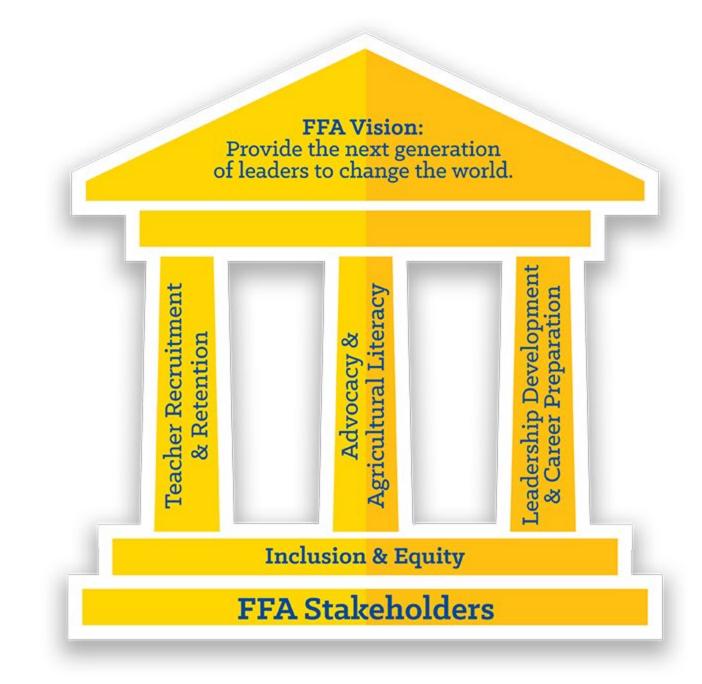
Finally, products at the end of the chain are ready for consumption by:

- People who eat
- People who wear clothes
- People who take medicine
- People who live in homes
- People who drive vehicles

### **FFA Pillars**

- Teacher Recruitment
   & Retention
  - Advocacy & Agricultural Literacy
    - Leadership
       Development &
       Career Preparation





## FFA Blue 365 & FFA Blue Room

96% of students learned about a new career they didn't know existed





We're making the next generation ready.







# Thank you.