



SUSTAINABILITY THROUGH BIOTECHNOLOGY VIDEO CONTEST CONTEST RULES

See page 4 for "submission rules at a glance."

1. The deadline for chapter video submissions is Dec. 31, 2009. All videos must be submitted to the National FFA Organization via:
 - a. Upload to the FFA Channel of School Tube
<http://www.schooltube.com/user/nationalffa> by midnight on Dec. 31, 2009.
 - b. On DVD through registered mail, UPS or Fed Ex, to arrive on or by Dec. 31, 2009.
2. All entries must include an .MPEG or .AVI video file of the video – ready to play on School Tube or other Web video sites without additional encoding or file format changes.
3. Each chapter or group submitting a video entry must also provide signed photo/video releases to the National FFA Organization for every person in the video. Signed releases must be submitted to the National FFA Organization via registered mail, UPS or FedEx, to arrive on or by Dec. 31, 2009.
Releases can be mailed or shipped to the following address:

National FFA Organization
Attn: Julie Adams
6060 FFA Drive
Indianapolis, IN 46268
4. All video submissions must be original concepts. Video submissions cannot use existing trademarks, trademarked designs or phrases such as "FFA Built Tough" which would be an infringement on the Ford advertising slogan. If there are any questions regarding the originality of an idea or concept, FFA suggests making it a learning moment by having chapter members look into copyright law and check out the idea or phrase at <http://www.uspto.gov/>, the United States Patent and Trademark Office.
5. All School Tube submissions must also include signed waiver documents from all people in the video – mailed to the attention of FFA's Julie Adams. These documents will also need to include the official Contest Submission Form that includes the following:
 - Full names of all the video participants



SUSTAINABILITY THROUGH BIOTECHNOLOGY VIDEO CONTEST CONTEST RULES

- Name, signature and contact information (including phone and email) of your FFA advisor
 - Web link to your School Tube video submission, or information on your video's title and submission date.
6. FFA will not accept any videos that feature:
 - a. Existing registered trademarks or trademark slogans. (i.e. John Deere, FORD, Built Tough, etc.)
 - b. Tobacco, firearms, alcohol, profanity, rebel flags and/or sexual connotations.
 - c. Distortions of the FFA emblem.
 7. FFA chapters may submit up to five videos; however, a chapter can have only one winning video entry.
 8. Videos must be created by FFA chapters and/or FFA members.
 9. Videos received for the competition by Dec. 31, 2009, will be evaluated by a group of judges to be appointed by FFA and BIO. The judges will select finalist and winning video entries. **The decision of the judges is final.** The FFA-BIO Video Contest awards prizes to the winning FFA chapter and individuals responsible for the winning video submission. Each winning chapter will receive an IAmBiotech-branded flip video and a visit from a BIO Committee Member Company's representative. During this visit, the Company representative will present the chapter with an honorary certificate of recognition and a \$500 stipend to purchase audio/video equipment or other communications materials. The representative will also spend time with the winning chapter, talking to the benefits of biotech crops.
 10. The winning video(s) selected will become the property of the National FFA Organization. FFA may elect to share the videos with other partners, including BIO and BIO committee members, for their use for educational purposes only.
 11. Chapters selected will be notified by January 31, 2010.



SUSTAINABILITY THROUGH BIOTECHNOLOGY VIDEO CONTEST CONTEST RULES

12. Formal recognition and media announcements of the winning video(s) will be made on February 20, 2010.
13. FFA also reserves the right to allow the videos to be used by its partners, and the Contest Sponsors (which include, among others, the Biotechnology Industry Organization and some of its member companies). By submitting an entry into the contest, the contest participant is expressly allowing the use of the video by these partners and Contest Sponsors who will use them for educational purposes only, which may include posting on websites and further rebroadcasting.



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SUBMISSION INSTRUCTIONS AT A GLANCE:

Upload contest videos to the FFA Channel of School Tube

<http://www.schooltube.com/user/nationalffa> by midnight on Dec. 31, 2009, or send on DVD through registered mail, UPS or Fed Ex, to arrive on or by Dec. 31, 2009.

Provide signed photo/video releases to the National FFA Organization for every person in the video.

Provide the official video submission form, which must include:

- Full names of all the video participants
- Name, signature and contact information (including phone and email) of your FFA advisor
- Web link to your School Tube video submission, or information on your video's title and submission date.

Submission form and signed releases must be submitted to the National FFA Organization via registered mail, UPS or FedEx, to arrive on or by Dec. 31, 2009:

National FFA Organization
Attn: Julie Adams
6060 FFA Drive
Indianapolis, IN 46268

For questions, please contact Julie Adams

E-mail: jadams@ffa.org

Telephone: (317) 802-4225

FAX: (317) 802-5225



SUSTAINABILITY THROUGH BIOTECHNOLOGY VIDEO CONTEST SUBMISSION FORM

Chapter Name: _____

School Address: _____

Contact Name and Phone Number: _____

Full names of all video participants*:

Name, signature and contact information (including phone and email) of your FFA advisor

Video Title: _____

Upload Date: _____

Web Link (if applicable): _____

Advisor's Signature: _____

Advisor's Printed Name: _____

Submission form and signed releases must be submitted to the National FFA Organization via registered mail, UPS or FedEx, to arrive on or by Dec. 31, 2009:

National FFA Organization
Attn: Julie Adams
6060 FFA Drive
Indianapolis, IN 46268

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WHERE & HOW TO UPLOAD YOUR CONTEST VIDEOS

In order for us to view and judge your videos, you will need to post them on SchoolTube.com. This awesome video website is not blocked in most schools and is a great way to share your videos with classmates, family and other teachers.

PLEASE NOTE: **Both YOU and YOUR TEACHER (or FFA advisor) must sign up for SchoolTube.com.** This way, your teacher can officially approve your video to be posted.

1. Go to www.SchoolTube.com
2. At the top right of the screen, click on "Sign up...it's free!"
3. Click on "Student" or "Educator"
4. Follow the prompts to get signed up. Once you've finished, you'll see an "UPLOAD" icon on the top right of the home page or your "My Channel" page.
5. Click "UPLOAD" and follow the prompts to upload your video (see below).
6. *Important!* Make sure to TAG your video with the following words: FFA BIO CONTEST
7. *Important!* Make sure you select "Student Clubs" as your first category, which will then give you "FFA" as a sub-category.
8. Once your video is uploaded by the student, the teacher will be notified to approve the video.



PHOTO / VIDEO RELEASE FORM - MINOR

SEPT. 8, 2009

The National FFA Organization and National FFA Foundation, its affiliates, and its sponsors (collectively, the "FFA") are dedicated to making a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education. To further this mission, FFA is conducting a video contest for its members (the "Contest").

I, the parent/guardian of _____¹ (the "Minor"), understand that the Minor will appear in FFA's Contest videos and the resulting photographs and/or video clips (the "Media") may be incorporated into various print and/or electronic materials (the "Materials").

I hereby grant the FFA permission to photograph the Minor and to use and/or edit: (i) the Media; (ii) the Minor's image, voice, likeness, distinctive appearance, gestures, name, signature and/or mannerisms captured therein; and (iii) any and all biographical material submitted by the Minor in connection with the Media, in any and all formats or media now known or hereafter to be known, discovered or developed.

The FFA shall have the right to determine if and how the Media are used, and the FFA is under no obligation to identify the Minor when the Minor's image, voice, likeness, distinctive appearance, gestures, name, signature and/or mannerisms appear(s) in the Materials.

FFA also reserves the right to allow the videos to be used by its partners, and the Contest Sponsors (which include, among others, the Biotechnology Industry Organization and some of its member companies). By submitting an entry into the contest, the contest participant is expressly allowing the use of the video by these partners and Contest Sponsors who will use them for educational purposes only, which may include posting on websites and further rebroadcasting.

I waive any right that I may have to inspect or approve the Media or the Materials that incorporate the Media. I hereby release, discharge and hold harmless the FFA from any and all liability arising out of the Minor's participation in the Contest, the exercise of its rights, or in connection with the performance of any of the activities described in this document. I understand that I will not own any rights in the Media, and shall not have the right to enjoin the development, production, distribution or exploitation of the Media.

All permissions granted by me and all releases by me herein shall be irrevocable, effective in perpetuity throughout the world, and extend and apply to the FFA and its related entities and representatives. I have read and understand this Release prior to signing it, and it shall be binding upon me and my successors-in-interest.

Signature _____

Printed Name: _____

Address: _____

Minor's Name (please print): _____

Date: _____

¹ Insert name of minor
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SUSTAINABILITY THROUGH BIOTECHNOLOGY RESOURCES

Increasing food production for a growing global population

- 25 countries are currently planting biotech crops. 15 of these are developing countries.
- 13.3 million farmers grew biotech crops in 2008; 90 percent of these are resource-poor farmers.
- Africa is considered the final frontier for biotech crops as it has perhaps the greatest need and most to gain.

Utilizing environmentally friendly farming practices

- Since their introduction, biotech crops have helped reduce global pesticide applications by 790 million pounds
- Biotech crops have helped increase no-till farming and have helped decrease fuel consumption on farms. In 2007, this was equivalent to removing 31.2 billion pounds of carbon dioxide from the atmosphere or equal to removing nearly 6.3 million cars from the road for one year.
- Studies have shown that songbirds have actually returned to agricultural fields in increasing numbers as biotech crop acreage – with decreased pesticide and fuel use – has increased.

Making agriculture more cost-efficient for farmers and food more affordable for consumers

- Today 85% of U.S. corn acreage and 91% of U.S. soybean acreage is planted with biotech varieties – increasing the nation's corn yields by 36% and soybean yields by 12% since 1995.
- The use of biotech crops has provided substantial net economic benefits at the farm level, amounting to over \$44 billion since biotech's introduction.
- With livestock cloning, ranchers can duplicate their healthiest breeding animals – basically creating an identical twin – allowing them to pass on superior genetics and healthier offspring.

Developing alternative sources of energy

- Cellulosic ethanol (made from non-edible plants like cornstalks) can reduce greenhouse gas emissions by as much as 85% compared to gasoline
- Biomass surpassed hydropower as the largest domestic source of renewable energy, and provides more than 3% of total U.S. energy production.
- Studies estimate that producing enough ethanol to replace 25% of current gasoline use would add about \$200 billion to the economy and create 1 million new jobs.



SUSTAINABILITY THROUGH BIOTECHNOLOGY RESOURCES

Recommended Reading Materials

- [*Starved for Science: How Biotechnology Is Being Kept Out of Africa*](#) – Robert Paarlberg, Norman Borlaug, and Jimmy Carter
- *Enough* – Scott Kilman and Roger Thurow
- *The Man Who Fed the World* – Leon Hesser