

Guidelines for Case Study Presentation - 2019

This year, the case study is built around a FFA high school student who lives on a grain/beef cow farm and would like to become a farmer herself one day. This case study is loosely based on a NAAE case study about buying a show heifer

<https://communities.naae.org/community/instruction/abm/usda-bfrdp-farm-business-planning-instructional-materials>

Jill is a high school junior who lives on a 1,500 acre farm that raises grain and also has 200 beef cows. Jill would like to begin her own breeding herd. She plans to start small and purchase a bred heifer from her dad this first year. Every couple of years she'll add another cow until she graduates from college when she'll expand faster. Her dad will sell her a bred heifer at a very reasonable price and will also provide her free use of the pasture and the barn. Jill will still be responsible for the other costs (i.e., feed, vet, etc). Jill will purchase her bred heifer in January and the heifer will calve in March. The calf will be weaned in October and sold in December. Jill currently has \$500 to invest in her new business but the local bank will help her out with a new farmer loan to get her breeding herd off the ground.

For this study, develop an enterprise budget and also a projected ending balance sheet (i.e., after Jill has sold her first calf). The NAAE case study can be used as a guide to these but you should try to find current prices for the inputs and outputs.

For this presentation, pretend you are presenting to your local bank about obtaining a loan to start your cow herd. The presentation is in January before Jill has purchased her first heifer. At a minimum, the presentation should address:

1. The enterprise budget.
2. The projected ending balance sheet.
3. How much money Jill will need for a loan.
4. Why this would be a good loan for the bank.

Develop a 4-minute PowerPoint presentation that addresses the 4 questions above. You can use other outside information as desired.

The attached rubric provides details about how the presentations will be scored. There are no other materials to turn in. The rubric was new last year with more weight on the analysis parts. The total points add up to 100 but the case study part is still worth 50 points. Thus, your final score on the case study will be divided by 2 to get the appropriate points.

Note: Please do NOT shake hands with any of the judges. This will speed up the transition between schools as well as prevent the spread of colds and flu.

2019 FFA Agribusiness Contest Case Study Evaluation Sheet

School: _____

Reviewer: 1 2 3 4 5 6

Rating	Unacceptable	Marginal	Acceptable	Exceptional	Points	Weight	Total Points	Comments
Possible Point Score for each Category	(0 to 2)	(3 to 5)	(6 to 8)	(9 to 10)				
Structure of Presentation	Not possible to understand presentation due to absence of structure.	Difficult to follow presentation due to erratic topical shifts and jumps.	Most information is presented in logical order which is easy to follow.	Presented in a logical, interesting and novel sequence, which is easily followed.		X 1		
PowerPoint Slides	Missing or impossible to read. Misspellings and other mistakes	Unattractive, hard to follow, either too busy or not enough info	Ok appearance. Slightly too busy or lacking in info	Attractive and easy to follow. Contains the right amount of info		X 1		
Knowledge of Subject Material	No grasp of information. Reading entirely from notes.	Uncomfortable with information. Heavy reliance on notes.	At ease with content and able to elaborate and explain to some degree. Minimal use of notes.	Demonstration of full knowledge of the subject with explanations and elaboration.		X 3		
Methods and Analysis	Methods and results were unclear. Hard to understand the findings of the model and implications for the problem being examined.	Methods were somewhat unclear. Results were not strongly supported by the methods used.	Methods were ok but not the best choice for the problem. Results were weakly supported from the model & methods.	Methods used were appropriate. Very clear and logical approach to how the conclusions and results were reached		X 2		
Delivery & Speaking Skills	Significant mumbling and incorrect pronunciation of terms. Voice level too low or too high. Monotonous, no eye contact, rate of speech too fast/ slow	Occasional mispronunciation of terms. Little eye contact, uneven rate, only little expression	Voice is clear and at a proper level. Most words pronounced correctly. Some eye contact, steady rate, excessively rehearsed	Clear voice and correct, precise pronunciation of terms. Good eye contact, steady rate, enthusiasm, confidence		X 1		
Candidate Appearance	Sweats, Shorts, flip-flops, hair uncombed	Jeans with either t-shirt or polo. Also FFA jacket with non-dress shirt	Business casual: Dockers or other dress slacks, polo shirt, blouse, dress shoes	Professional: FFA jacket (or suit or sport coat), shirt, tie, dress slacks, skirt, dress, dress shoes		X 1		
Presentation Length	Too long or too short. +/- 2 minutes	+/- 1.5 minutes	+/- 1 minutes	+/- 30 seconds		X 1		
Total Points								

Please list any other comments on the back of this sheet.