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Contest Winners Announced for Student Videos About Wisconsin Soybeans and Agriculture

Madison, Wisconsin, August 2, 2016—Five student winners have been announced in the **Spill the Beans Video Contest**. The competition encouraged Wisconsin 4-H and FFA members in grades 3 to 13 to create videos that share the importance of soybeans with urban, non-agriculture consumers. Winners in each category receive cash prizes and will be recognized at the 2016 Wisconsin State Fair, where their videos will be played for visitors.

The \$300 First Place Prize for students in grades 3 to 6 has been awarded to Mason Seidl of Marshfield. Adam Christofferson of Clinton receives the \$150 Second Place award, and the \$75 Third Place Prize goes to Annika Waltenberg of Amherst. Each of these three students is also a \$100 winner in the Video Production award category for videos demonstrating the highest production quality.

The winning students in grades 7 to 13 are Roseanne Crave of Waterloo, who won the \$300 First Place Prize, and Dawson Firlus of Mauston, who was awarded the \$150 Second Place Prize.

Sponsors of **#Spill the Beans** included Wisconsin Soybean Marketing Board, Wisconsin Beef Council, Wisconsin Pork Association, Pam Jahnke—The Fabulous Farm Babe, Wisconsin 4-H Youth Development, University of Wisconsin Extension, Wisconsin FFA, UW-Madison Department of Animal Sciences and Wisconsin State Fair. For the competition, participating students produced short videos—two minutes or less—

highlighting the importance of soybeans in 4-H and FFA students' livestock fair projects and in their everyday lives.

Bob Karls, Executive Director of the Wisconsin Soybean Marketing Board, says, "These videos are a great way to engage urban youth in agriculture. We are excited that the videos will be played during the Wisconsin State Fair. When urban adults and youth visit animal barns at the fair, they will see the videos and hear 4-H and FFA youth talk about animal agriculture and soybeans."

This program was brought to you through a collaborative effort of Wisconsin Soybean Marketing Board and University of Wisconsin Extension. For more information about Wisconsin agriculture, visit www.wisoybean.org. To learn about the Spill the Beans Video Contest, visit <http://fyi.uwex.edu/youthlivestock/spillthebeans-video-contest/>.

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The Wisconsin Soybean Marketing Board (WSMB) is a grassroots, farmer-led organization that leads efforts in soybean research and the expansion of soybean market opportunities. Established in 1983 as part of a Wisconsin-mandated checkoff, the board works every day to maximize the profitability of Wisconsin soybean producers. It builds soybean demand, creates new uses for soybeans, and focuses on soybean disease research. WSMB is committed to providing statewide soy education and outreach programs that inform consumers about the benefits of soy. It offers a comprehensive soy curriculum for educators, and partners with the Wisconsin Farm Bureau Ag in the Classroom to provide Soybean Science Kits and lessons that increase agricultural literacy.