

Feature Story



BASF becomes newest National Teach Ag Campaign sponsor

Agriculture is all about growth — from seeds in the ground that lead to healthy crops, to providing food for a growing population. At the heart of it all are the people who do the work, both on and off the farm.

Agriculture is becoming more progressive, offering more diverse career opportunities than ever. But what about getting people into those careers? It begins with education, from the steady supply of students who need to be inspired by agriculture's offerings to the teachers who get them there.

BASF has always been a leader in advancing agricultural solutions in the lab and in the field; now BASF is entering the classroom as the newest sponsor of the National Teach Ag Campaign. An initiative of the National Council for Agricultural Education, led by the National Association of Agricultural Educators, the campaign focuses on raising awareness of the opportunities in ag education, recruiting and retaining ag educators in schools, fostering inclusiveness and diversity within the profession and classroom, and celebrating the contributions that ag teachers are making. It's a special project of the National Future Farmers of America Foundation. BASF has been a long-time supporter of the National FFA and its goal of developing agricultural leaders.

Ag education: challenges and opportunities

With the development of new ag education programs, the expansion of existing programs, and teachers retiring or moving to other positions, there is a shortage of ag teachers. BASF is providing additional monetary support to help the campaign's goal of attracting more diverse, quality teachers in these classrooms. The campaign includes several programs and events to achieve its goal, including:

- >> **National Teach Ag Day:** An event held the third Thursday in September to encourage people to become ag teachers, celebrate the important role teachers play in schools and promote ag education careers.
- >> **Teach Ag Ambassadors:** A program to help support college students in promoting and encouraging ag education careers on behalf of their states and institutions.
- >> **State Teach Ag Results (STAR) Program:** An ongoing effort to help states create sustainable, effective and customized recruitment and retention plans.
- >> **Future Agriscience Teacher (FAST) Symposium:** Training, workshops and mentoring to help promote inclusive leaders, inquiry based classrooms and diversity through cultural competence.

Learn more about the National Teach Ag Campaign at www.naae.org/teachag/index.cfm.

For more information contact:

Barbara Aguiar
BASF Corporation
Tel: (919) 547-2305
E-mail: barbara.aguiar@basf.com

The number one reason people become ag teachers is because someone suggests it to them — nominate someone who would be a great fit at www.surveygizmo.com/s3/1630310/Nominate-A-Future-Agriculture-Teacher.