

January 28, 2010

SUBJECT: 2010 4-H Dairy Poster Contest

I just received notification that we will be able to have a dairy Poster contest for 2010. Thank you for your support in validating why to continue with the contest. Please review this letter and the attached material then forward it on to the appropriate 4-H Youth Agent in your county. The due date to the State Office will be before **June 15, 2010**. Therefore you will be able to display the educational posters for June Dairy Month in your local counties. **Please send any articles, photos etc. to send in a report to our sponsor for your county activities.**

The American Dairy Association (ADA) of Alabama will sponsor the educational dairy poster contest again this year. There are a number of changes to this year's contest outlined below:

- 1) There will be TWO age divisions this year at the state level using traditional 4-H Junior and Senior age breaks. You can do select winners however you like at the county level, but please make sure the ONE poster per division submitted to the state contest are marked JUNIOR or SENIOR division.
- 2) Submit only ONE county poster from EACH of the above two divisions to the state contest (two 1st-place posters per county).
- 3) At the state level, awards for each age division will be:
Junior Division: 1st=\$75, 2nd=\$50, 3rd=\$25
Senior Division: 1st=\$75, 2nd=\$50, 3rd=\$25

Other rules remain the same. The theme for this year's contest is: **Milk Makes Cents.**

Please read through the attached contest rules, and try to promote the contest as much as you can. We've had a lot of great posters entered in the state contest in years past, and we hope to increase the number of counties participating. If you plan to participate, please fill out the enclosed participation/order form so that we can order patches and rosettes for your county. Return the form to (Boyd Brady, 109 Upchurch Hall, Auburn, AL 36849-5625) **before** February 15, 2010. Feel free to call me at 334-844-1562 if you have questions.

4-H DAIRY EDUCATIONAL POSTER CONTEST

The Dairy Poster Contest provides an opportunity for boys and girls to learn more about milk, milk products and milk production. It is our hope that youth will learn by doing this event. We would like youth to do a little research to bring their main points across. The score sheet has been slightly changed to include the educational component in a little more focused manner. The contest encourages youth and others to take advantage of the benefits related to consumption of dairy products. While learning more about the dairy industry and dairy products, contestants can enjoy competition with other boys and girls in local, county and statewide contests with valuable prizes.

WHO CAN PARTICIPATE? Any bona-fide Alabama 4-H member. There will be a Junior and Senior 4-H division this year. You can only win once in each division.

WHAT DO YOU DO? Each contestant will make a poster 14"X22" about milk, milk products and/or milk production. The poster should center on this year's theme. (**Milk Makes Cents**). Use material from dairy plants, milk cooperatives, dairy magazines, etc. or any other appropriate source. Do NOT use popular cartoon characters or other symbols under copyright protection. Each contestant must bring their completed poster to the designated club meeting to receive a participation patch or button (no ribbons).

LOCAL CONTESTS: County 4-H agents might want to have separate local contests before entering posters in the county contest.

COUNTY CONTESTS: Posters must be displayed in a prominent location in the contestant's community (ex. Store window, bank, post office, barber shop, dairy section of grocery store, etc.) to celebrate "June is Dairy Month". Contestants must then submit their poster to the County Extension Office by June 1. The county 4-H agent will arrange for all county entries to be judged and for 1st, 2nd and 3rd place county posters to be selected (see attached score sheet).

STATE CONTEST: The 1st place poster in each age division from each county contest will be submitted to the Extension Dairy Associate (Boyd Brady, 109 Upchurch Hall, Auburn, AL 36849-5625) by June 15,

2010.

The **contestant's name, age division and county must be on the back of each poster**. State Extension Staff will

arrange for the posters to be judged (see score sheet below). Three state winners for each age division will be honored.

AWARDS:

Local Contest - Participants who submit a completed poster at the local level will receive a participation patch or button. (County agents might want to arrange for further awards at the local level.)

County Level - The 1st, 2nd and 3rd place county posters in each age division will be awarded a 4-H rosette ribbon. The 1st place poster in each age division will be sent to and entered automatically in the State Contest. Participation ribbons are NOT provided

State Level - 1st place = rosette + \$75
 2nd place = rosette + \$50
 3rd place = rosette + \$25
 Participation patches, county contest ribbons and state prizes are courtesy of the American Dairy Association (ADA) of Alabama.

SCORECARD FOR 4-H DAIRY POSTER CONTEST

CATEGORY	POINTS
A. Information	
1. Follows Theme	20
2. Clarity of Message	20
3. Accuracy of Information	20
4. Educational Focus	10
B. Design	
5. Originality	10
6. Attractiveness and Neatness	20
TOTAL	100

ORDER FORM FOR ADA 4-H DAIRY POSTER CONTEST AWARDS

We plan to participate in the 2010 4-H Dairy Poster Contest.

County: _____

Do you want 1st, 2nd & 3rd place ribbons for the Senior division?

_____ Y _____ N

Do you want 1st, 2nd & 3rd place ribbons for the Junior division?

_____ Y _____ N

Estimated number of participants in both age divisions:
(Total number of participation patches or other award needed.)

County 4-H Agent Contact

Date

Please return **before** Feb. 15, 2010 to:

Boyd Brady
109 Upchurch Hall
Auburn University, AL 36849-5625
(334) 844-1562
e-mail: bradybo@auburn.edu