

Guidelines for Case Study Presentation - 2018

This year the case study is built around a farm in your area of the state. For historical farm information, you will be using Kansas Farm Management Association (KFMA) data. The main KFMA web page is at <http://www.agmanager.info/kfma>.

KFMA divides the state into 6 regions (<http://www.agmanager.info/kfma/map>). Pick one of the regions to use for your analysis. On the web page <http://www.agmanager.info/kfma/whole-farm-analysis/kfma-association-summaries> you will find a page that has summary reports going back to 2004. There is a drop-down menu selector to pick the region. The first line of the table under Category has a line called "summary". This summary line will have a report for each year and this is really all the information you need to complete the analysis. The summary report is 2 pages for each year. Line 50 has the net farm income for an average farm. Line 72 has the total assets. Line 75 has the net worth. Line 87 has the total acres. This is the main information you will need to analyze. Assume that your farm for the analysis matches the average KFMA farm for your region. For example, if your farm is in the North Central region then in 2016 your farm had net farm income of \$34,205, total assets of \$2,363,254, a net worth of \$1,797,886 and total acres of 2,039. You should examine at least 10 years of net farm income to see how profitable your farm has been over time.

For this study, 200 acres of crop land right next door to your family farm has become available. Analyze and discuss the following:

1. What would be an appropriate price to pay to purchase the land?
2. What would be an appropriate price to cash rent the land?
3. Would it be better to buy the land or to rent it?
4. Would you be willing to pay a premium to buy or rent land adjacent to your farm?
5. Land, in general, will never cash flow (i.e., the profits from the land will not generate enough cash to make a land payment). If this is true, then how will your farm finance the land purchase option?
6. Would your current equipment base be large enough for an additional 200 acres?

Develop a 4-minute PowerPoint presentation that addresses the 6 questions above. You can use other outside information as desired. One good piece of information would be the K-State crop budgets located at <http://www.agmanager.info/farm-mgmt-guides/2018-farm-management-guides-non-irrigated-crops>

The attached rubric provides details about how the presentations will be scored. There are no other materials to turn in. The rubric is new this 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.

2018 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.