



## 2019 Oral Presentation Virginia Dominion Envirothon

Your company is a crop consultant company and has been working with the Johnson Family, who own Emerson Farm, a family farm, in Essex County. The Emerson farm is a third-generation farm that has been primarily farming soybeans and corn. The farm has been in a typical corn-wheat-soybean rotation

Over the past two years you have been working with the father who is a second- generation farmer, his son a third-generation farmer, is now being more involved and is interested in incorporating technology into the farm management. Both the father and son are committed to conservation and would like to incorporate technology that helps with conservation. Your company has been tasked with selecting or developing at least three technologies to help the Emerson Farm be economically, environmentally and socially sustainable. These technologies can be already existing, and /or a new technology your team develops. In selecting or developing your technologies, please consider the following sustainability considerations, while being financially mindful to your audience (ie the Johnson Family):

- Improving soil health
- Maintaining or improving healthy water quality and quantity
- Maintaining or improving healthy habitat for wildlife
- Maintaining or improving forest health
- Reducing farm inputs(Labor, financial, fertilizers and pesticides, fuel, or a combination of all) and/or improving food quality and yields

When the grandfather (first generation-farmer) started farming, he maintained quail habitat. The current farmers are interested in re-establishing quail on Emerson Farm.

### **During your presentation ensure you answer the following questions:**

- What are the technologies that you recommend?
- Why did you choose these specific technologies??
- What are the costs of the technology that you recommend to the farmer? How long will it take for the technology to pay for itself? Does the benefit to the environment outweigh the financial cost to the farmer?
- How will your technology make the farm more sustainable?
- What, if any, financial incentives are available to the Johnson Family to help purchase the technologies you have suggested?
- How are you going bring back the quail habitat?
- Other important factors your company finds of relevance and value to the family

*\*This prompt is based on a figurative scenario and is not meant to portray a specific property or family.*

