

NAMA Student Marketing Competition Product Approval Form

Here are the specific factors that must be incorporated into your marketing competition project:

1. Products must be an agricultural product/commodity or service. An agricultural product/commodity or service is defined as one that is a direct input for, or output of, an agricultural application, marketed with the objective of improving producer income or productivity.
2. Your plan must emphasize value-added differentiation, utilizing marketing techniques to increase the value of an existing product/commodity or service.
3. The product/commodity or service you select must assume that you are operating in an established market with a primary objective being the displacement of major competitors to gain market share.

The product/commodity or service you select:

Should be assumed to have great potential that -- marketing wise -- has yet to be developed. Hence, your assignment is to design a plan that will make this product/commodity or service a profitable proposition.

Should be assumed to have unique properties and/or attributes differentiating it from the competition which -- through your marketing plan -- will be outlined to your customer as the "potential profit" reason and/or benefit derived for use of your product/commodity or service.

May be marketed regionally, nationally or internationally.

Do not use existing product names or trademarks for the product/commodity or service you select. However, existing names or trademarks may be used for competitive products.

Chapter Name: _____

Contact Name: _____

Best way to contact:
(Email and cell phone) _____

Product Name: _____

Have you checked to be sure the product isn't listed at the trademark/patent office? Two sites that may be useful are: www.trademarkia.com and www.uspto.gov/trademarks. _____

Description of product and what makes it unique in the marketplace: _____

Description of product target audience: _____

Value or benefit to the producer or manufacturer: _____

Objectives/goals: _____

Strategy statement: _____

Complete this approval form and return to: Debbie Brummel, NAMA Careers Competition Liaison, at debbieb@nama.org or by fax to (913) 491-6502. Schools are required to submit their chosen product for approval (to ensure it qualifies) by February 1, 2012.