

The TIME for AG is now!

The **Go Ag Yuma!** program reaches out to local high schools and talks with students about degrees and careers in agriculture. 3 lucky students will **WIN an Apple Watch** after visiting www.GoAgNow.com and answering 3 questions about agriculture!

THE PLAN } The Yuma agriculture industry is driving the Go Ag effort and partnering with regional educational institutions. The Go Ag team has launched a "full speed ahead", unconventional marketing plan using student-focused strategies including a Go Ag spirit week at each high school, a virtual Ag Career night, student focused outreach materials including a video, social media campaign and more. The program works with student ambassadors at each school to reach students.

Our hope is to be able to visit the schools in the Spring to talk with kids on campus as well and also host a Go Ag tour for high school teachers, counselors and administrators.

WHO BENEFITS } When more students pursue agriculture related careers, it equates to a more secure, prosperous and sustainable agriculture industry. Everyone benefits!

GoAg!

www.GoAgNow.com

For more information on ways to support the Go Ag Program, please contact Kristan Sheppard, 928-246-9108, kristan@limelightcreativegroup.com

