



# Mark Poeschl

National FFA Organization  
Chief Executive Officer

1 million+  
students in  
agricultural  
education



# Agriculture, Food and Natural Resources Value Chain

As in any industry, **CONSUMERS** and **TECHNOLOGY** drive what and how things are produced. Right now, **PERSONAL HEALTH**, **SUSTAINABILITY** and **NUTRITION** are significant drivers affecting ag, food and natural resources, but there are other market factors constantly weighing on these industries as well, including **ECONOMICS**, **GOVERNMENTAL POLICIES**, the **ENVIRONMENT**, **DEMOGRAPHICS** AND **MORE**. Meanwhile, **INNOVATION** makes involvement in these industries ever-expanding.

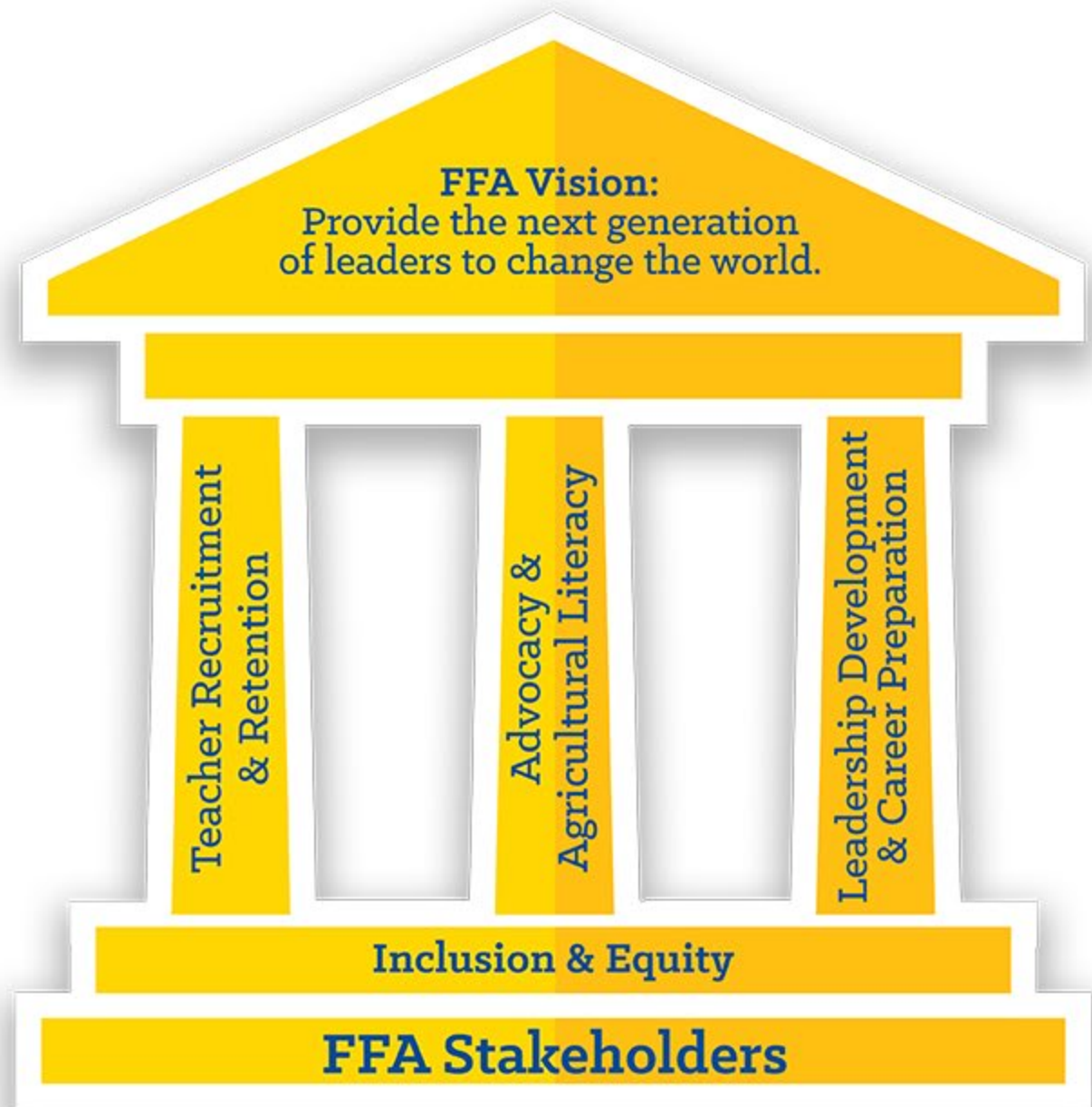


CAREERS + OPPORTUNITY



# FFA Pillars

- Teacher Recruitment & Retention
  - Advocacy & Agricultural Literacy
  - Leadership Development & Career Preparation



# FFA Blue 365 & FFA Blue Room

**96%** of students  
learned about a new  
career they didn't  
know existed



**We're making  
the next  
generation  
ready.**





**Thank you.**