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FOR IMMEDIATE RELEASE

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Cal Poly Agribusiness Students Win National Marketing Competition

SAN LUIS OBISPO — A team of Cal Poly College of Agriculture, Food & Environmental Sciences students won this year's national marketing competition hosted by the National Agri-Marketing Association (NAMA) April 8-10 in Jacksonville, Fla.

The Cal Poly team of 10 agribusiness students was coached by agribusiness Professor Lindsey Higgins. The students spent the last several months conducting market research, writing a marketing plan, and developing a presentation for the marketing of a high-end specialty leafy green, branded as Belgian Crowns.

"The Cal Poly team truly impressed the judges with their strategic thinking, preparation, and overall knowledge of agribusiness marketing," said Higgins. "I'm proud of the team and wish them continued success in both their college and professional careers."

Other finalists were Illinois State University, Iowa State University, Michigan State University, the University of Florida, and University of Illinois – Urbana/Champaign.

Students decide on a project and develop a plan to successfully bring the product or service to the marketplace. In developing their marketing plan, students follow the same practices and principles used by today's marketing professionals. Teams submit a written plan summary prior to the competition and then make a formal presentation of their marketing plan to a panel of judges at the competition.

Thirty student NAMA chapters participated in the marketing competition, part of the National Agri-Marketing Association's annual conference and trade show. More than 400 student members attended the conference.

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