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*FOR IMMEDIATE RELEASE*

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**STATE WINNERS IN THE MARKETING PLAN CAREER DEVELOPMENT EVENT RECOGNIZED AT THE 89th GEORGIA FFA STATE CONVENTION**

MACON, Ga. – Winners of the Marketing Plan Career Development Event (CDE) were recognized at the 89th Georgia FFA State Convention held at the Macon Centreplex on April 27-29, 2017.

Colquitt County placed first in the CDE competition, followed by Franklin County and Cambridge finishing second and third, respectively.

CDE awards are granted to FFA members and teams who have exhibited premier leadership, personal growth, and career success in a variety of competitions. The Marketing Plan CDE is a team event designed to develop an understanding of the marketing plan process and to allow students to explore and prepare for possible careers in agrimarketing. Additionally, students research and present a marketing plan for an agricultural product, supply, or service.

The Marketing Plan Career Development Event was sponsored at the state level by Merial.

All individual and team winners received a plaque and a cash award. Individual winners received $100. Second place individuals received $50 and third place individuals received $25. The winning team was awarded $2,000 travel money to attend the National FFA Convention. Additionally, the advisor of the state winning team received a $100 cash award.

The National FFA Organization, formerly known as the Future Farmers of America, changed its name in 1988 to reflect the growth and diversity of agriculture. There are more than 600,000 FFA members nationwide. The Georgia Association has more than 40,000 members, making it the third largest Association in the nation. The FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success, through agricultural education.

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