



*Office Use Only*

Project Code	
Project Type	

## FINAL REPORT 2018

Applicants must read the *SAGIT Project Funding Guidelines 2017* prior to completing this form. These guidelines can be downloaded from [www.sagit.com.au](http://www.sagit.com.au)

Final reports must be emailed to [admin@sagit.com.au](mailto:admin@sagit.com.au) as a Microsoft Word document in the format shown **within 2 months** after the completion of the Project Term.

<b>PROJECT CODE</b>	:	AC117
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<b>PROJECT TITLE</b>	(10 words maximum)
Seed to Store You Tube Clip Competition	

### PROJECT DURATION

*These dates **must** be the same as those stated in the Funding Agreement*

<b>Project Start date</b>	1 <sup>st</sup> July 2017					
<b>Project End date</b>	30 <sup>th</sup> June 2018					
<b>SAGIT Funding Request</b>	2017/18	\$23204		\$		\$

### PROJECT SUPERVISOR CONTACT DETAILS

*The project supervisor is the person responsible for the overall project*

<b>Title:</b>	<b>First Name:</b>	<b>Surname:</b>
Mrs	Belinda	Cay
<b>Organisation:</b>		
AgCommunicators		
<b>Mailing address:</b>		
<b>Telephone:</b>	<b>Facsimile:</b>	<b>Mobile:</b>
<b>Email:</b>		.com.au

## ADMINISTRATION CONTACT DETAILS

*The Administration Contact is the person responsible for all administrative matters relating to the project*

<b>Title:</b>	<b>First Name:</b>	<b>Surname:</b>	
Ms	Tracey	Smith	
<b>Organisation:</b>			
AgCommunicators			
<b>Mailing address:</b>			
<b>Telephone:</b>	<b>Facsimile:</b>	<b>Mobile:</b>	<b>Email:</b>
			.com.au

## PROJECT REPORT

*Provide clear description of the following:*

### **Executive Summary** (200 words maximum)

*A few paragraphs covering what was discovered, written in a manner that is easily understood and relevant to SA growers. A number of key dot points should be included which can be used in SAGIT communication programs*

2017 marked the fourth year that the *Seed to Store YouTube Clip Competition* was delivered in SA. To commence the initiative Cosi and the AgCommunicators team embarked on a school tour delivering grains careers and education presentations across the Eyre Peninsula. The following schools were involved: Kimba, Wudinna, Lock, Cummins, Cleve and Whyalla. The AgCommunicators team also did additional school visits to meet with teachers/and or students to promote the grains industry and the YouTube Clip competition to Balaklava High School, Urrbrae High School and Xavier College. These classroom sessions linked to the career component of the curriculum.

From here, a communication campaign consisting of social media posts on SAGIT, GRDC and AgCommunicators Facebook pages, a GRDC CRM newsletter, AgCommunicators newsletter, newspapers and emails to a range of farming systems groups across Australia invited community members and students to enter the 1-minute video clip competition.

The aim of the competition is to get both students and community members to capture the journey of a seed, from in the ground to its production as food, which appears in the store. The competition works to engage people in the technology, science, best practice, research, development and food production in the grains industry.

34 competitive entries were received. From these three community members and three students were selected as winners who received \$1000 for their winning clips. Overall, \$2400 in prize money was distributed to the top three entries in each category (student and community), with winners awarded on stage at the Royal

Adelaide Show. Entries were judged by Andrew 'Cosi' Costello, Malcolm Buckby representing SAGIT and GRDC representative Stephen Loss / Andrew Etherton.

The clips were played in a ceremony held on the Golden North Stage at the Royal Adelaide show. Significant media coverage was obtained in a range of publications. The final clips were shared on a range of platforms, with the cumulative total of these being viewed 3783 times. Additional views were also obtained on the Stock Journal web page and the ABC webpage, however, we are unable to obtain these analytics. The social media campaign saw the clips and associated information reach 11,507 people.

## **Project Objectives**

*A concise statement of the aims of the project in outcome terms should be provided.*

Seed to Store YouTube Clip Competition core objectives were to:

- Connect schools and the wider community with the Australian grains industry in a creative and engaging manner.
- Promote the industry for its best-practice, innovation, sustainability and quality grains.
- Highlight the varied careers and pathways available in the Australian grains industry.
- Attract a range of quality entrants to produce a one-minute video showcasing the journey of grains, legumes, oilseeds and pulses from being seed in the ground to food for people and livestock. Concepts which needed to be addressed include best practice science, innovation, farming and food production in South Australia – essentially it is the journey of grain from the paddock to our plate.
- Generate positive media (both radio, print and web based) promoting the grains sector and competition.

## **Overall Performance**

*A concise statement indicating the extent to which the Project objectives were achieved, a list of personnel who participated in the Research Project including co-operators, and any difficulties encountered and the reasons for these difficulties.*

Our team delivered an engaging presentation with Cosi to around 790 students around SA. The following schools were involved in the presentation series: Kimba, Wudinna, Lock, Cummins, Cleve and Whyalla. The AgCommunicators team also did additional school visits to promote the grains industry and the YouTube clip competition to Balaklava High School, Urrbrae High School and Xavier College. These classroom sessions linked to the career component of the curriculum, sharing new ideas and opportunities for students to consider.

From here, 34 competitive entries were received. From these, three community members and three students were selected as winners.

The clips were played in a ceremony held on the Golden North Stage at the Royal Adelaide show. Significant media coverage was obtained, with the final clips being viewed 3783 times. The social media campaign saw the clips reach 11507 people.

First place in the school student category was Chelsea Wilksch, who lives on a farm growing canola, wheat, barley and pulses at Yeelanna on Eyre Peninsula. The clip told the story of how canola grown on her farm is transformed into canola oil.

Second place in the school category was awarded to Katelyn Randall, Mackenzie Walter and Hana Green from Cummins Area School for their parody “Let it Grow”, while “Seeds to Splendid” by Lachlan Etherton placed third.

In the community category, first place was awarded to Mark Habner and Britt Glover, Cummins, for their creative ode “Cheers to being part of ag”. This clip showcased how many people play a role in producing great grain – from research scientists to agronomists, communicators to financial managers and more.

Lisa Richardson, also from Cummins, was awarded second in the community category for her clip “Glorious Grain”, and third was “Your Golden Year”, by Sascha Estens, Merri-May Gill, Fi Claus and Sean Robson.

An encouragement award was sent to the students from St Stephen's Catholic School, Pittsworth, Qld, who submitted a range of clips showcasing crop growth and production.

The \$2400 prize money was distributed to the top three entries in each category, with winners awarded on stage at the Royal Adelaide Show. The Blue Ribbon entries each received \$1000 after deliberation and review by judge's Andrew ‘Cosi’ Costello, Malcolm Buckby representing SAGIT and GRDC representative Andrew Etherton.

### **Other points of interest**

- New supporting resources were designed for both students and teachers to assist, with teachers providing careers information in schools.
- Media coverage included print, radio and social media. A highlight was the live interview with Sonya Feldhoff of ABC 891 from The Royal Adelaide Show. Great coverage was received in the Stock Journal. All forms of media positively promoted SAGIT and the GRDC.
- Positive feedback was received from all schools visited.
- Stock footage was again made available to those interested in entering and included mainly footage on on-farm processes.
- Note that an entry fee of \$10.00 per entry was maintained and is a requirement of the RA&HS. This was managed by the RA&HS and is considered an administration fee for servicing the competitive entry. This fee was not received by AgCommunicators.



**Key Performance Indicators (KPI)**

Please indicate whether KPI's were achieved. The KPI's **must** be the same as those stated in the Application for Funding and a brief explanation provided as to how they were achieved or why they were not achieved.

<b>KPI</b>	<b>Achieved (Y/N)</b>	<b>If not achieved, please state reason.</b>
Coordinate a YouTube video clip competition to promote the grains industry on behalf of SAGIT, the GRDC and in conjunction with the Royal Adelaide Show.	Yes	Delivered.
Promote the competition and the grains industry directly to primary and secondary school students and researchers through school visits reaching more than 800 students as well as the provision of Grains Outreach kits and competition promotions. Tafe and other tertiary institutions will be provided with promotional material.	Yes	<p>Schools were visited as required and numbers were at 790.</p> <p>Teacher notes and resources were provided to all schools to promote grains careers, career pathways via tafe and Univeristy, how to use YouTube plus curriculum links. Teachers were also provided with support footage and information on the grains industry to help students tell their story.</p> <p>We are proud to have delivered a regional road show to schools who often miss out on such experiences.</p> <p>Student participation in the video clip competition was not as high as hoped, especially given the prize on offer. Despite this, good numbers of entrants were received.</p>
Run awards ceremony at Royal Adelaide Show. Golden North Stage to acknowledge the winners and supporters.	Yes	Delivered on Tuesday 4 September. Cosi, Malcolm Buckby and David Shannon (GRDC) presented ribbons and awards to the show goers.
Generate positive media for the grains industry following the event.	Yes	Described in the communication section, plus appendix 1.

**Technical Information** (Not to exceed three pages)*Provide sufficient data and short clear statements of outcomes.*

Action	Outcome	Detail	Date Achieved
1	Developing entry guidelines in line with other competitive entry categories. Engaging with stakeholders to ensure all are on board. Researching entrant criteria, liaison with Show, ensuring publicity through show schedules.	The 2017 Schedule was produced as a publication of The Royal Adelaide Show program, under the <i>Grains &amp; Fodder</i> section of competitions. The prize schedule included entry details, category specifications, rules & regulations and guidelines for participants. In line with branding design, sponsors and target audience were aligned with the scheduling detail. The schedule was available on the RA&HS website all entries could only be completed online. To enter participants were invited to enter online at <a href="http://www.theshow.com.au">www.theshow.com.au</a> . They then had to Select "Show Entries and Results" then "Online Entries" and then "Seed to Store YouTube Clip Competition". Administration assistance was provided by the RA&HS staff and included registration, tickets for finalists and prize distribution.	YES May 2017
2	Developing branding of campaign / working with designer on logo / establishing web and facebook page to promote award	The YouTube promotional clip produced by Ambassador Andrew 'Cosi' Costello was used once again to launch the competition. The winning clips from proved to be great at engaging students and showing what they could achieve with their entry.  Jane McLean, graphic designer for AgCommunicators, worked with Miranda and Belinda to develop a promotional flyer, poster and school resources to advertise the video clip competition. There was a double sided A4 flyer sent to schools and a one-sided A4 flyer for displaying on pin up / promotional boards. The design featured Cosi and provided the essential information of the competition, how to enter and highlighted valued sponsors. Branding is attached in the appendix.	YES April 2017
3	Printing flyers to assist in the competition promotion plus	A4 and A3 flyers were developed and distributed to schools and tertiary institutes as follows: <ul style="list-style-type: none"><li>• A4 Seed to Store Posters and flyers distributed at: TAFE SA, University of</li></ul>	YES May 2017

	postage. Include cover letter.	Adelaide – Waite and Roseworthy and distributed to other University with agricultural courses across Australia as PDF file.	
5	Development of data base to advertise the competition to - calling groups and encouraging them to be involved, visiting schools / organisations and meeting with groups if required. Engagement necessary to promote messages.	<p>The following promotional avenues were employed to ensure a wide reach of the initiative:</p> <ul style="list-style-type: none"> <li>• Posts on SAGIT, GRDC and AgCommunicators FB page.</li> <li>• Distribution of advert to AgCommunicators Education Database.</li> <li>• Email advert to ATASA (Ag Teachers Association of SA)</li> <li>• Email advert to all state University media departments and ag faculties.</li> <li>• Email advert shared amongst appropriate networks of Food &amp; Fibre Education SA.</li> <li>• Email advert and social media posts to RA&amp;HS.</li> <li>• Social media posts to Andrew 'Cosi' Costello.</li> <li>• AgCommunicators Mail Chimp advert to school, community and relevant industry contacts.</li> </ul>	<p>YES</p> <p>May – Sept 2017</p>
6	Travel to organisations to promote the grains industry and to encourage people to enter the competition.	<p>Secondary School Visits (full presentation including guests and Cosi)</p> <ul style="list-style-type: none"> <li>• At Kimba, Wudinna, Lock, Cummins, Cleve and Whyalla. The AgCommunicators team also did additional school visits to promote the grains industry and the YouTube Clip competition to Balaklava High School, Urrbrae High School and Xavier College.</li> </ul> <p>Other events promoted at</p> <ul style="list-style-type: none"> <li>• Prince Alfred College Careers Night</li> <li>• Immanuel College Careers Night</li> <li>• Mt Barker Careers Night</li> <li>• Tertiary Studies &amp; Careers Expo</li> <li>• Careers &amp; Employment Expo</li> </ul>	<p>YES</p> <p>June 2017</p>
7	Development of media and communication campaign to promote	Note summary in communication section. Note a media release was issued at the first school visit and a second was issued at the competition.	<p>YES</p> <p>September to</p>

	competition outcomes i.e. Twitter links, media releases, newsletter articles, newspaper articles, radio interviews.		December 2017
8	Follow up calls to chase entries	Done.	YES Ongoing!!
9	Providing support to video entrants - namely directing them to film best practice farmers	Done. All entrants were emailed and invited to view our stock footage library and chat with us about their entry. Follow up calls were made to remind them of entry cut off dates.	YES Ongoing.
10	Receive a diverse array of competitive entries	32 entries received. SAGIT and GRDC staff were involved in judging.	YES September 2017
12	Reviewing five finalist entries and selecting finalists, arranging payment of awards, arranging certificates. Selecting blue ribbon winner (review of final videos, ensuring all participants have gained permission to post footage on web, arranging presentation ceremony)	Belinda Cay reviewed the 32 entries and using the judging criteria selected the top 5 entries for each category for review by the official judging panel: Malcolm Buckby, SAGIT, Andrew Etherton / Stephen Loss, GRDC, Belinda Cay, AgCommunicators and Andrew 'Cosi' Costello. The panel then selected, in order, the top 3 entries for each category. Certificates and RA&HS prize ribbons were arranged for all entrants. Each participant and all participants received free entry tickets from the RA&HS.	YES August 2017
13	Facilitation of event ceremony / arranging event. 2 x staff (one as MC other as registrations and support) envisage whole day each.	The Grand Final announcement was held on Tuesday September 6 <sup>th</sup> , Grains Day at The Royal Adelaide Show. Taking place on the Golden north stage, Andrew 'Cosi' Costello drew a crowd, with guest presentations by Malcolm Buckby of SAGIT and David Shannon of GRDC. Finalists were invited up on stage to talk to Cosi and the audience, receive their ribbons and view the 1 <sup>st</sup> Prize clip from each category on the big screens.	YES September 2017



		<p>The Staging Connections crew from The Show assisted with technical and logistical support for this announcement.</p> <p>GRDC and SAGIT logos were projected on the big screen which back-dropped the presentations.</p> <p>Top 3 entrants from each category were notified and sent show competitor passes and information about the announcement of awards.</p>	
<p><b>Conclusions Reached &amp;/or Discoveries Made</b> (Not to exceed <u>one</u> page)</p> <p><i>Please provide concise statement of any conclusions reached &amp;/or discoveries made.</i></p> <p>The competition is a good way to get into schools to talk about careers in grains, and having Cosi is a great draw card. Our presentations were well received, engaging and positive for the Australian grains industry. We achieved and met all KPI's and milestones, and achieved exceptional media coverage along the way, evident in appendix 1. We also developed a great resource suite for teachers to help them promote careers and the grains industry in schools. This received great feedback.</p> <p>Overall, the competition went well and received great promotion, but despite receiving a solid number of entries (34), the number of entries are not increasing a great deal over the years. This is despite the 2017 year receiving exceptional promotion and more than in previous years. Note that we usually receive between 30-40 entries.</p> <p>We are also not really seeing anything overly new or creative in our years of delivering this competition suggesting a rebrand or review of entry guidelines of competition goals. This will keep the offering fresh and gain a new suite of entrants.</p> <p>Feedback from teachers suggests that changes in the curriculum mean it is now not as easy to incorporate a video clip competition into class time, with the curriculum now geared heavily towards STEM and investigation type learning activities.</p> <p>Therefore, the program will be reviewed and redeveloped to bring it in line with current curriculum requirements and to ensure ongoing engagement with students. We also believe we can create more meaningful engagement which translates into students moving into ag careers.</p>			
<p><b>Intellectual Property</b></p> <p><i>Please provide concise statement of any intellectual property generated and potential for commercialisation.</i></p>			
N/A			

## **Application / Communication of Results**

*A concise statement describing activities undertaken to communicate the results of the project to the grains industry. This should include:*

- *Main findings of the project in a dot point form suitable for use in communications to farmers;*
- *A statement of potential industry impact*
- *Publications and extension articles delivered as part of the project; and,*
- *Suggested path to market for the results including barriers to adoption.*

*Note that SAGIT may directly extend information from Final reports to growers. If applicable, attach a list of published material.*

Media clippings from both print, electronic and social media are attached.

Communication of our school visits was obtained by media in the Stock Journal (appendix 1). Can be viewed online at:

<https://www.stockjournal.com.au/story/4708902/students-celebrate-launch-of-seed-to-store/>

The winning clip entrants did a live interview with Cosi and Sonya Feldhoff on ABC 891, live at the Royal Adelaide Show.

Post event media promoting the winners can be viewed at:

<https://www.stockjournal.com.au/story/4914712/seed-to-store-videos-impress/\>

A feature story was written in Grain Producers SA magazine, which is available online at:

<http://online.fliphtml5.com/gxpy/nmbb/#p=8>

GRDC Ground Cover did a story promoting the winners (appendix 1).

<https://grdc.com.au/resources-and-publications/groundcover/groundcover-133-march-april-2018/grain-careers-more-than-gumboots-and-tractors>

Andrew 'Cosi' Costello promoted the initiative (including school visits and sharing the announcement of winners) to his own ~138,000 social media followers. This is in addition to the platforms provided by SAGIT, GRDC, AgCommunicators, participating schools and industry.

## **POSSIBLE FUTURE WORK**

*Provide possible future directions for the research arising from the project including potential for further work and partnerships.*

A separate proposal has been sent to SAGIT with an idea for rejigging this project to gain better student engagement and better embed the initiative into the new national curriculum.

## FINANCIAL REPORT

*Refer attached*

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AUTHORISATION	
Name:	Belinda Cay
Position:	Director
Signature:	
Date:	19 <sup>th</sup> June 2018

Submit report via email to [admin@sagit.com.au](mailto:admin@sagit.com.au) as a Microsoft Word document in the format shown ***within 2 months*** after the completion of the Project Term.

## Media / Social Media Summary

Stock Journal: Promotion of the Seed to Store Competition Awards ceremony at the Royal Show.



### Royal Adelaide Show 2017: Seed to Store videos impress

11 Sep 2017, 10:30 a.m.

Cropping



SAGIT project manager Malcolm Buckby, Wheaty McWhortface, GRDC's David Shannon, school clip winner Chelsea Willich, Yeelanna, and grains ambassador Andrew 'Cosi' Costello.



FROM a tough field of competitors, a student entry telling the story of how canola oil is made and a community entry celebrating the grain industry have won the 2017 Seed to Store Video Clip Competition, announced at the Royal Adelaide Show.

Grains ambassador Andrew 'Cosi' Costello, along with competition sponsors SAGIT's Malcolm Buckby and the GRDC's David Shannon, said the competition was a great way to engage both students and the community in the Australian grains industry.

"The Seed to Store competition involves students and community members making a one minute clip promoting the story of grains from paddock to plate," he said.

"We receive entries from across Australia so it's great to see the footage of what grains mean to so many different people".

Mr Buckby said this year's YouTube clip competition attracted an impressive range of entries which showcased how farmers, scientists, agronomists and agribusinesses work together to produce high-quality grain for Australian consumers.

"The competition is a great way to connect industry, schools and the wider community while promoting the grains industry," he said.

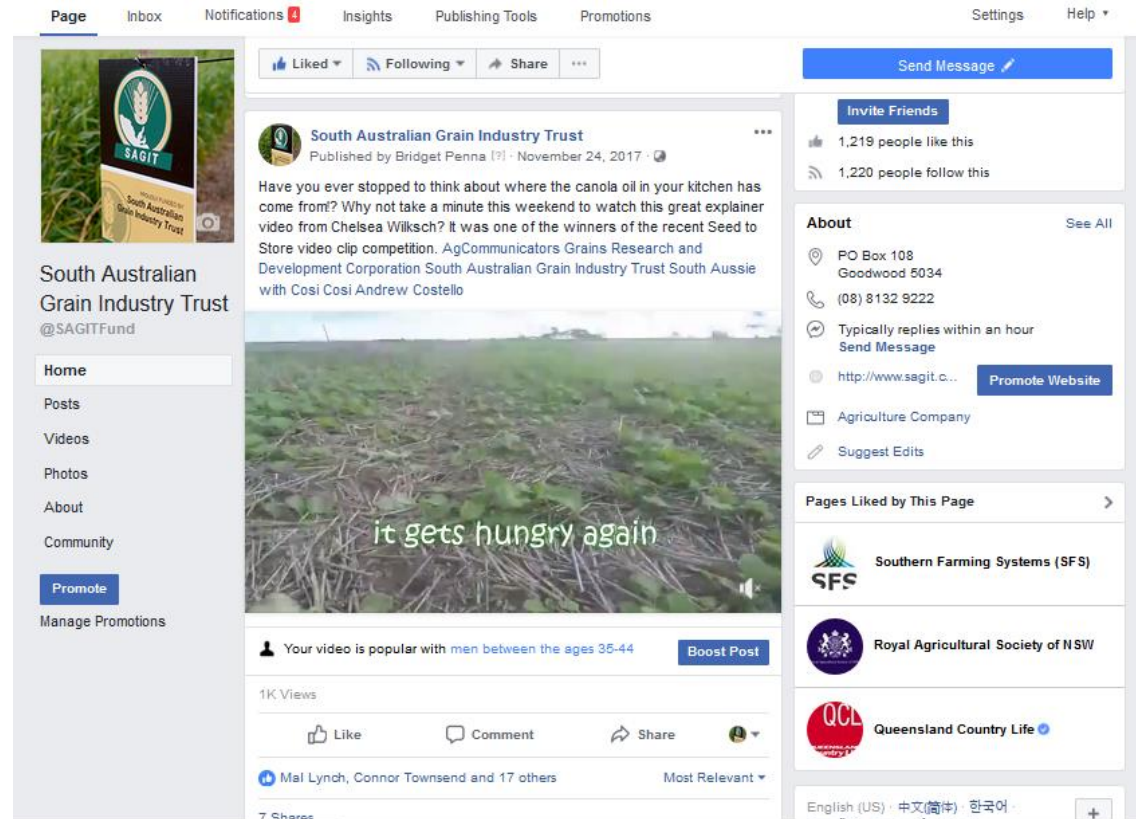
"We had a great time judging the competition and thank all entrants for their submissions in the school and community categories."



## Social Media Posts

Posts promoting the video clips on the SAGIT, AgCommunicators, GRDC and Cosi's social media posts. 3783 views!

### SAGIT – POST ON NATIONAL AG DAY TO PROMOTE THE CLIPS



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**South Australian Grain Industry Trust**  
Published by Bridget Penna [?] · November 24, 2017 ·

Have you ever stopped to think about where the canola oil in your kitchen has come from? Why not take a minute this weekend to watch this great explainer video from Chelsea Wilksch? It was one of the winners of the recent Seed to Store video clip competition. AgCommunicators Grains Research and Development Corporation South Australian Grain Industry Trust South Aussie with Cosi Cosi Andrew Costello

**it gets hungry again**

Your video is popular with men between the ages 35-44 **Boost Post**

1K Views

Like Comment Share

Mal Lynch, Connor Townsend and 17 others · Most Relevant

7 Shares

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Goodwood 5034  
(08) 8132 9222  
Typically replies within an hour  
Send Message  
http://www.sagit.c... **Promote Website**  
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- Royal Agricultural Society of NSW
- Queensland Country Life

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**South Australian Grain Industry Trust**  
Published by Bridget Penna [?] · November 23, 2017 ·

Here's the SA ag story... as told by Mark Habner and Britt Glover, winners of the Seed to Store video clip competition. Be sure to share the great agriculture story ... let's keep SA growing! #agday #thankafarmerSA

**Here's cheers to you. For all that you do.**

Cosi Andrew Costello  
November 23, 2017 ·

Tuesday was National Ag Day! People may not think about how their food gets from paddock to plate, so here's a shout out to Aussie farmers! Check out this clip ...  
**See More**

**2,637 people reached** **Boost Again**

**About** | See All

PO Box 108  
Goodwood 5034  
(08) 8132 9222  
Typically replies within an hour  
Send Message  
http://www.sagit.c... **Promote Website**  
Agriculture Company  
Suggest Edits

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- Southern Farming Systems (SFS)
- Royal Agricultural Society of NSW
- Queensland Country Life

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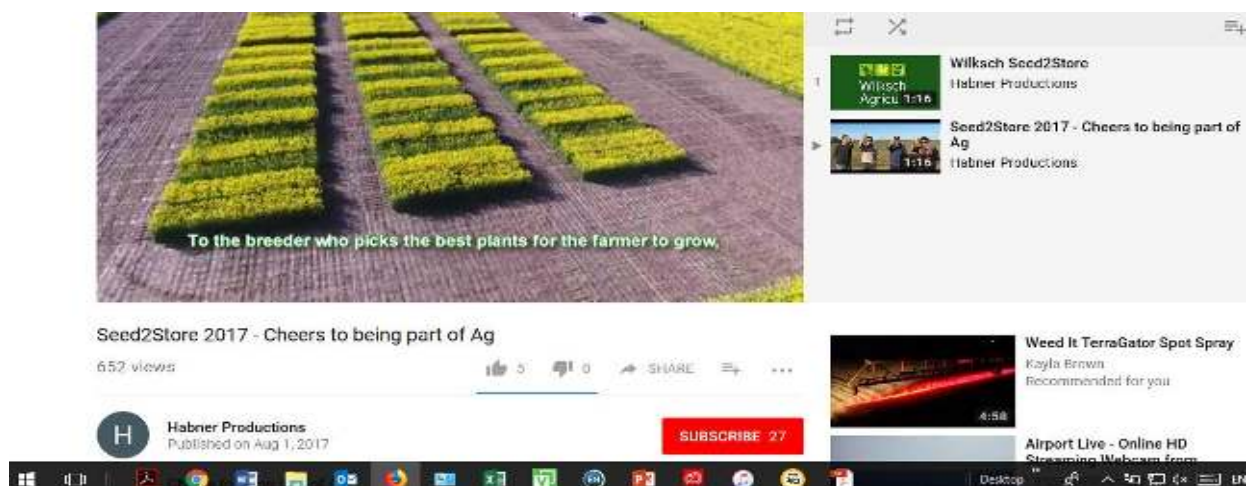
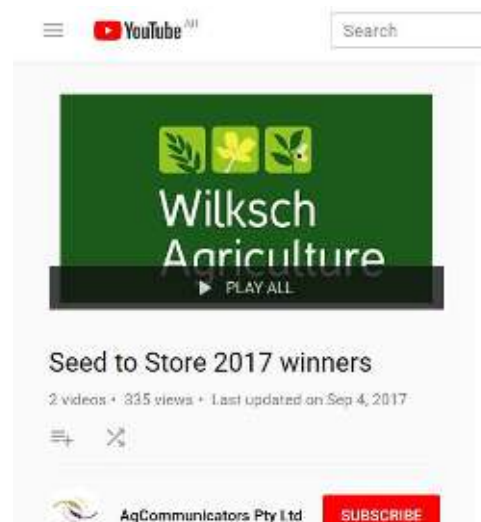
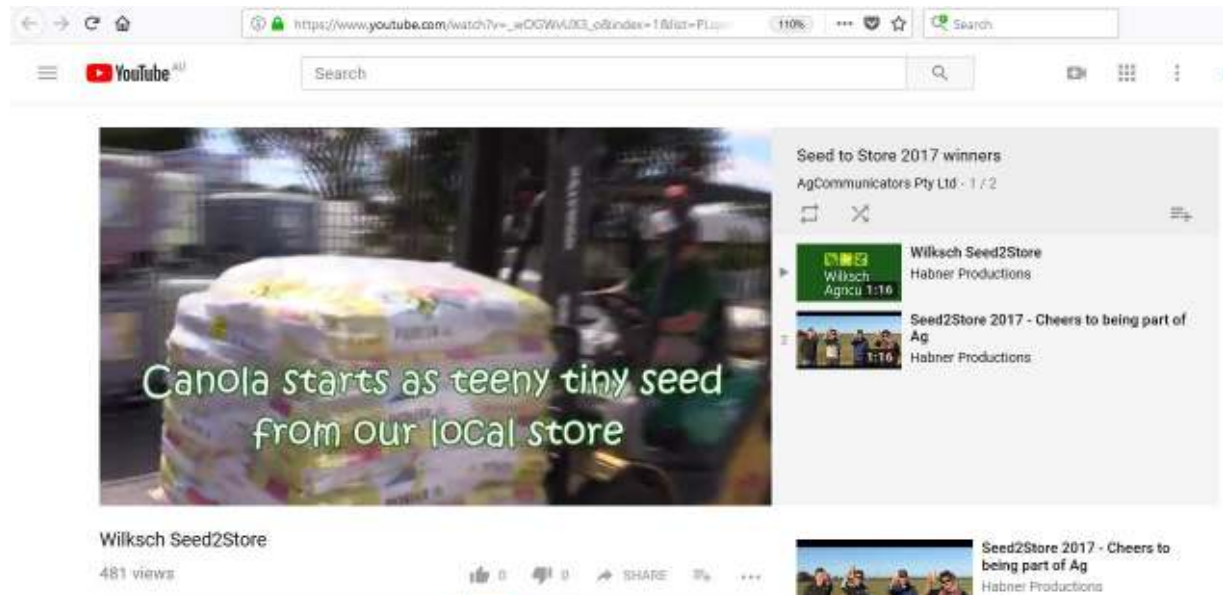
## POSTS ON SOUTH AUSSIE WITH COSI, AgCommunicators and SAGIT – NATIONAL AG DAY



Note that these three posts alone reached 6264 people.



HITS ON OUR YOUTUBE PAGE (i.e. Click through to the clip via links in posts or newsletters ~1468 clicks/views, note that the videos were viewed thousands of times more than this via the embedded clips in the Facebook Feeds)





**South Australian Grain Industry Trust** shared a video. ...

Published by Bridget Penna [?] · May 23, 2017 ·

Looks like a great first day of the #seedstore film clip competition promotion visits to EP school today!



13,856 Views

**South Aussie with Cosi**  
May 23, 2017 ·

I'm announcing the best school in SA !! ( Chosen from all the schools I've been to today 😊 ) The kids at Kimba Area School were champions. I'm chatting to about seven schools on Eyre Peninsula in two days. We are here promoting Agriculture in SA with Food & Fibre Education SA focussing on the grains industry!!! 😊 #seedstore

286 people reached

**Boost Post**



Like



Comment



Share



Write a comment...



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**Kayla Critchley**  
3 mutual friends

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3 mutual friends

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# Feature Story in the Grain Producers SA Magazine: <http://online.fliphtml5.com/gxpy/nmbb/#p=10>



## GRDC Seed to Store Promotion

### Placed in Ground Cover and With the Grain E-Newsletter



GroundCover™	▼
GroundCover™ Articles	
GroundCover™ Issues	
GrowNotes™	▶
GRDC Update Papers	
All publications	▶
Integrated Weed Management Hub	
Mouse Control	
GRDC Communities	▶
Mobile Apps	▶

GroundCover™ Issue: 133 March - April 2016 | Author: [Belinda Cay](#)

A joint GRDC and South Australian Grains Industry Trust (SAGIT) investment has enabled the appointment of a Grains Ambassador – Channel 9 presenter Andrew ‘Così’ Costello – to engage students, and the community generally, in the Australian grains industry.

Mr Costello, who presents the television program *South Aussie with Così*, has been working with AgCommunicators to visit students around SA to deliver a grains careers workshop and promote the Seed to Store YouTube clip competition.

Mr Costello says the initiative is a great way to make students aware that a career in agriculture is filled with diverse opportunities and is more than just farming. It is often a career that is seen as unobtainable for many city-based students.

“We get students excited about the range of careers available, showcase innovation and technology in grains and outline the education pathways available,” he says.

SAGIT project manager Malcolm Buckby says the in-school work is resulting in students making contact for work experience and wanting more information on how to get involved in the industry. The YouTube competition is also gaining more traction, with both students and community members making one-minute clips promoting the story of grains from paddock to plate.

“The 2017 YouTube clip competition attracted an impressive range of entries that showcased how growers, scientists, agronomists and agribusinesses work together to produce high-quality grain for Australian consumers,” Mr Buckby says. From a tough field of competitors, a student entry telling the story of how canola oil is made and a community entry celebrating the grains industry were awarded \$1000 each, taking out first prize in their respective categories, which were presented on the Golden North Stage at the Royal Adelaide Show.

First place in the student category was won by Chelsea Wilksch, who lives on a broadacre cropping farm at Yeeleanna on SA’s Lower Eyre Peninsula. The clip told the story of how canola grown on her farm is transformed into oil.

Second place in the student category was awarded to Katelyn Randall, Mackenzie Walter and Hana Green from Cummins



## School Visit Media Promotion

https://www.stockjournal.com.au/story/4708902/students-celebrate-l... 67%

**Stock journal** anytime SUBSCRIBE Print, 0.000

NEWS MARKETS SHEEP CROPPING CATTLE WEATHER CLASSIFIEDS SEND US YOUR NEWS  
THE KNOWLEDGE BANK AGRIBUSINESS BLOGS EVENTS LIFE & STYLE POLITICS PROPERTY MORE

### Students celebrate launch of Seed to Store

5 Jun 2017, 1:45 p.m. Events



The 2017 Seed to Store Video Clip Competition Grains Ambassador Andrew 'Cosi' Costello (centre) with Cleve Area School students at the school's Sims Farm agricultural property.

**f** **t** **+** GRAINS ambassador Andrew 'Cosi' Costello took to the skies to promote the fourth year of the Seed to Store Video Clip Competition – flying in to visit school students across the Eyre Peninsula to tell them all about Australia's innovative agricultural industry and the many career options it offers.

Students at Kimba Area School, Wadimma Area School, Lock Area School.