



For Immediate Release

American Agri-Women, Bayer Announce ‘Gen Z Speaks Ag’ Advocacy Contest
Young advocates, those between 11 and 23 years old, can enter. The deadline is Sept. 30.



Washington D.C. (AgPR) Aug. 22, 2019 — Generation Z is a group of powerful influencers — and here’s a chance for them to use that power to promote agriculture. American Agri-Women (AAW) along with Crop Science, a division of Bayer, announce the “[Gen Z Speaks Ag](#)” advocacy contest. The contest is part of AAW’s ongoing “AgDay

365: Ag Day is Every Day Campaign.”

Young advocates, those between 11 and 23, can enter the contest, which runs through Sept. 30. The entrants can have an agriculture background or have an interest in related topics, such as food safety, food preparation, sustainability, etc.

The contest includes three categories: photo, video and special events Prizes range from \$100-500. The winners will be announced at AAW’s annual convention, set for Nov. 6-10 in Tigard, Oregon.

AAW is a coalition of farm, ranch and agri-business women. Bayer is a global enterprise with core competencies in the life science fields of healthcare and agriculture.

“We are so pleased to again showcase the talents of young advocates. We want to challenge them to speak out and show an authentic and positive view of agriculture. Their views are so important among their friends, classmates, families and communities,” says Jeanette Lombardo, president of AAW.

Go to <http://americanagriwomen.org/gen-z-speaks-ag/> for contest details. AgDay365 celebrates the fact that everyone is part of agriculture, every day and the contest encourages young advocates to make their voices count.

About American Agri-Women

American Agri-Women promotes the welfare of our national security through a safe and reliable food, fiber and energy supply. Since 1974, AAW members have worked together to educate consumers; advocate for agriculture; and offer networking and professional development opportunities. Go to the AAW web site for more information and to join, <http://americanagriwomen.org>. Find AAW on social media on Facebook ([facebook.com/AgriWomen](https://www.facebook.com/AgriWomen)), Twitter ([@Women4Ag](https://twitter.com/Women4Ag)), and Instagram ([@americanagriwomen](https://www.instagram.com/americanagriwomen)).

Bayer: Science For A Better Life

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2016, the Group employed around 115,200 people and had sales of EUR 46.8 billion. Capital expenditures amounted to EUR 2.6 billion, R&D expenses to EUR 4.7 billion. These figures include those for the high-tech polymers business, which was floated on the stock market as an independent company named Covestro on October 6, 2015.

Find more information at www.cropscience.bayer.us.

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