

California Farm Bureau Agricultural Storyteller of the Year Contest

Deadline: October 1st, 2026

Frequently Asked Questions

Am I eligible?

The contest is open to individuals who create content related to agriculture, food, farming, ranching, nutrition, gardening, agricultural education, sustainability, or agricultural life and who are one of the following:

- An individual member of a county Farm Bureau in California.
- A non-member willing to join California Farm Bureau if selected as the winner

Employees (and their immediate family members) of California Farm Bureau, its affiliated companies, county Farm Bureaus, and members of the judging panel may not participate. Applicants must be at least 18 years old.

What is the contest based on?

The contest recognizes content creators who tell compelling stories that help audiences better understand California agriculture. Entries will be evaluated on:

- Storytelling quality
- Agricultural accuracy
- Authenticity
- Creativity
- Audience engagement
- Representation of California agriculture

The contest is not based solely on audience size, follower count or popularity. Judges will place greater emphasis on the quality, accuracy and impact of the applicant's storytelling.

What types of content are eligible?

- Social media content
- Short-form videos
- Long-form videos
- Photography
- Written content
- Blogs
- Podcasts
- Educational content
- Other digital storytelling formats

Content may be submitted from platforms including:

- Instagram
- TikTok
- Facebook
- YouTube
- LinkedIn
- X
- Blogs
- Podcasts

How many entries may I submit?

An applicant may submit only one application per contest year.

Applicants may provide up to three content examples as part of their submission.

What are the prizes?

One Agriculture Storyteller of the Year winner will receive:

- \$1,000 Cash Prize
- Complimentary registration to the 2026 CAFB Annual Meeting in Reno, NV
- One night hotel stay at the Grand Sierra Resort during CAFB Annual Meeting
- Opportunity to discuss future paid partnership opportunities with California Farm Bureau, subject to separate agreement and contracting requirements.

How will entries be judged?

Applications will be evaluated by a judging panel selected by California Farm Bureau.

Judging Criteria Includes:

- Storytelling Quality and Communication Effectiveness
- Agricultural Accuracy and Credibility
- Authenticity and Personal Voice
- Representation of California Agriculture
- Audience Engagement and Community Building
- Creativity and Content Innovation

Follower count and audience demographics may be considered as supporting information but will not determine the winner.

How do I enter?

Entries will be submitted online at: cfbf.com/StorytellerAward

Applicants will be required to provide:

- Contact information
- Social media platforms and account links
- Information about their audience
- Responses to application essay questions
- Files to representative content examples

What is the entry deadline?

Applications must be submitted online by October 1st 2026 at 11:59pm

Winner Notification

Winners will be notified by email or phone. Each winner must complete and submit to CAFB an Internal Revenue Service Form W-9 (Request for Taxpayer Identification Number and Certification), which will be made available to the winner before the prize is distributed. If the winner is NOT a current member of the California Farm Bureau, they will be required to join the organization.

Questions?

Contact Sam Adams at 916-561-4502 or sadams@cfbf.com

Contest Rules

- All content submissions must highlight agriculture, food production, farming, ranching, agricultural education, agricultural innovation, sustainability, or related topics connected to California agriculture.
- A completed application form must accompany each entry submission. Incomplete applications will not be accepted.
- Submitted content must be original or used with appropriate permission.
- Content must accurately represent the subject matter depicted or discussed. California Farm Bureau reserves the right to disqualify submissions that contain misleading, inaccurate, plagiarized or otherwise fraudulent content.
- California Farm Bureau reserves the right to verify application information and request additional supporting documentation.
- All decisions by California Farm Bureau regarding eligibility, judging, rule interpretation and winner selection are final.

Content Submissions (submitted online at cbbf.com/StorytellerAward)

- Applicants must provide uploads to up to three examples of content that best represent their work.
- Content may be shared with judges and used in contest-related promotional materials.
- Do not submit confidential or proprietary information.
- You must own the rights to submitted content or have permission to use it.

Paid Partnership Opportunity

Selection as Agriculture Storyteller of the Year does not guarantee a paid partnership.

Any future collaboration between California Farm Bureau and the winner will be subject to separate discussions, contracting requirements, compensation terms and applicable advertising disclosure requirements.

Agreement

Applicants retain ownership of their content.

By entering this contest, you grant California Farm Bureau and its affiliated organizations a non-exclusive, royalty-free, worldwide license to use, publish, display, distribute, reproduce and promote submitted content, in whole or in part, for purposes related to the administration and promotion of this contest, including use on websites, social media platforms, publications and promotional materials, without additional compensation. This license does not transfer ownership of the applicant's content.