

IFAMA2020 Essay Challenge Guidelines



Section I – General Rules

Undergraduates, graduates, and early career professionals are invited to write an essay containing your vision and opinion on the issue “Food for the Future.” The challenge is “How can the sustainability, productivity, and market access of smallholder sugar cane farmers be improved?”

- Why is there an urgency to address these issues for smallholder farmers?
 - How will solving these challenges benefit them? If your solution was implemented, what would the future look like for smallholder sugar cane farmers?
 - What stands in the way of executing your plan?
 - What short-term action steps are needed to achieve your goal? What longer-term actions are required?
1. Competitors may submit entries in one of two categories: Individually or as a team of up to 4 students or early career professionals.
 2. Competitors are challenged to form an original vision and opinion on the issue “Food for the Future: How can the sustainability, productivity, and market access of smallholder sugar cane farmers be improved?” and present a solution to the problem.
 3. Submissions will be judged on creativity and inspiration, feasibility and realism.
 4. The competition is divided into two categories: a written essay, and from the best 20 essays, a 5-minute video pitch.
 5. If chosen as a finalist after the essays are evaluated, competitors must compose an original 5-minute video pitch of their solution.
 6. IFAMA will have permission to publish the essay along with the author’s name.
 7. All entries must be received by the Essay Chair Gerry Kouwenhoven at Inholland University at gerry.kouwenhoven@inholland.nl by midnight CET, September 30, 2020.

Section II – Qualifications of Contenders

The Essay Challenge is open to all undergraduate and graduate students of University or University of Applied Sciences, and early career professionals.

Section III – Written Essay Competition Rules

1. Each entry must begin with a title page containing the official topic, “Food for the Future: How can the sustainability, productivity, and market access of smallholder sugar cane farmers be improved?”, number of words, writer’s name, e-mail address, address, phone number; for students: university name and graduation date; for early career professionals: organization, and title. Failure to provide a cover page with all contact information will result in the entry being disqualified.
2. Essays must be formatted in Times New Roman, 11 pt, and 1.5 line spacing.
3. Essays must contain 2,000 words or less, and include an additional section with bibliography, footnotes identifying non-original material or title and author information. This additional section is not counted in the 2,000 word limit.
4. Competitors may add a royalty-free illustration to reflect the mood of the essay.
5. Each page of the essay must be numbered, starting with the first page of the essay, not the title page. The numbers must be centered at the bottom of each page.
6. Any quotation or copyrighted materials used in the essay must be properly identified using a bibliography and footnotes or proper citation. Failure to identify non-original material will result in disqualification.
7. No reference can be made in the essay that will identify the submitter(s) beyond the listing of the name on the title page.
8. Essays must be written in English.
9. All essays must be accompanied by an entry form, available online. Please submit by e-mail to Essay Chair Gerry Kouwenhoven, Inholland University at gerry.kouwenhoven@inholland.nl by midnight CET, September 30, 2020.

Section IV – Scoring of Written Essay Contest

10. Originality: 25 points
11. Inspirational: 25 points
12. Feasibility: 25 points
13. Realism: 25 points
14. Interpretation fo the subject, adherence to topic: 25 points
15. Vocabulary and style (phrasing and continuity), grammar, punctuation, spelling: 25 points

Section V – Video Pitch Competition Rules

1. The video pitch must address the central theme of the essay in 5 minutes or less.
2. The file format of all uploaded videos must be .MP4 or .WMV. The maximum length of the video is 5 minutes.
3. Each entry must be in English. To submit the video pitch, contact gerry.kouwenhoven@inholland.nl for upload instructions.
4. The video pitch must be accompanied by an entry form, available online. Videos must be uploaded with a private link to YouTube. Send your CV, entry form, and your private video link to Essay Chair Gerry Kouwenhoven at gerry.kouwenhoven@inholland.nl.
5. Entries must not violate any copyrights or trademarks, including music used in the video. Applicant must have consent and credit the music or it must be the applicant's original music.
6. Failure to adhere to the rules may result in disqualification at the discretion of the sponsor.

Section VI – Judging and Timing

1. Judging will be completed by a panel of qualified judges made up of representatives from the sponsoring organizations, researchers, entrepreneurs, policy makers and experts from the agrifood industry.
2. Judges will not discuss or compare essays being judged.
3. Only judges can assign a penalty or award a point.

Section VII – Scoring of the Video Pitch

1. Logical Interpretation of Subject, Adherence to Topic: 25 points
2. Originality: 25 points
3. Innovation and Creativity: 25 points
4. Visual Esthetics: 25 points

Section VIII – Online Finals

Winners will be announced at the online session on November 25-26, 2020. More information TBA.

Section IX – Awards

1. Awards: To be announced.
2. Winning entries and videos will be featured on the IFAMA's website. The top 20 essays will be published in a digital online collection: "Food for the Future."
3. Invitation to participate in the IFAMA2021 Conference in Costa Rica and participate in a Roundtable discussion on this topic.