

## **Student Research Video Competition**

Hello, and thank you for participating in our first online Cereals & Grains Association video competition! In light of the situation of the world now, we wanted to give you the opportunity to show how your research fits into the greater food chain in the form of a video competition. Please refer to the following for general guidelines on creating and submitting your proposals.

### **What?**

You should create a video that is approximately 3 to 4 minutes in length that summarizes the significance of your research and how it fits in the food system. If possible, also explain how it contributes to the [FAO Sustainable Development Goals](#).

Sound like a lot to fit in 3 to 4 minutes? It is, but we have faith that you can be succinct and show deep insight by using your visual aids and presentation skills creatively, a key skill for any researcher!

Choose the Food System Category that your research fits best into, and make sure to reference two other industry categories in your video. For example: If my research is on sustainable agricultural planting, I would want to share how that connects before planting – i.e. seed genetics; and what happens after planting – i.e. harvest or value added processing. We want to know how your research fits in the vast food chain!

### **Basic formatting**

Videos should be in an mp4 or .mov format and should have a minimum aspect ratio of 1280 x 720, with 1920 x 1080 preferred. In general, movies that are made on standard computers and smartphones will meet these requirements.

### **Submitting**

Once your video is finished please [upload here](#). We will send it to our team of expert judges who will score all applicants based on the rubric below.

### **Deadline**

The deadline for submission is September 30th, 2020 at midnight EST. If we do not receive your submission before this time your video will not be considered.

Thank you for your interest in our competition, and we are excited to see how you can show off your research and its impact on the food industry!

## **Food System Categories**

- Pre - Production
  - Plant genetics / plant breeding
  - Crop growth and farming practices
  - Harvest and delivery
  - Reduction of post harvest losses
- Processing
  - Ingredient development
  - Milling
- Production
  - New product development
  - Engineering practices
  - Food production facilities
- Supply Chain
  - Food accessibility
  - Food security
  - Sales and distribution
  - Food waste in the supply chain
- Consumers and Retail
  - Nutrition and wellness
  - Marketing
  - Education
  - Retail specific research
- Sustainability
  - Waste management
  - Water usage
  - Life cycle assessments
- Regulatory bodies
  - Standards of identity
  - Product definitions
  - Food safety
  - Labeling

NOTE: The research areas listed are only guidelines. Please use your best judgement as to where your research fits within these categories.

## Competition Rubric

*Standard 5 point deductions begin at the 4:20 minute mark, and every 10 seconds after.*

Category	Criteria	Possible Points	Description
Content	Description of Research	15	<ul style="list-style-type: none"> <li>● Explanation of necessary research background</li> <li>● Description of research project</li> </ul>
	Description of their understanding of the food system and how they fit into it including SDG's	15	<ul style="list-style-type: none"> <li>● Identifying the relationship of their research with different aspects of the food system</li> <li>● Correct identification and justification of where their projects fits within the food system</li> </ul>
	Understanding of the significance of their research in the food system	15	<ul style="list-style-type: none"> <li>● Why and how does their research impacts the current knowledge of the food system</li> </ul>
	Originality	15	<ul style="list-style-type: none"> <li>● Creative and novel explanations of their research and the food system relationship</li> </ul>
Presentation Skills	Clarity of speech and audio	10	<ul style="list-style-type: none"> <li>● Easily understood</li> <li>● Good pacing</li> </ul>
	Organization of video	10	<ul style="list-style-type: none"> <li>● Video was presented in a logical flow</li> </ul>
	Engaging	5	<ul style="list-style-type: none"> <li>● Presenter was enthusiastic</li> </ul>
	Thoughtful use of visual aids	5	<ul style="list-style-type: none"> <li>● Visual aids added value to the presentation, not distracting</li> <li>● Images are copyright free</li> </ul>
Video Quality	Overall video quality	10	<ul style="list-style-type: none"> <li>● The video was prepared thoughtfully</li> </ul>