



News Release

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John Deere Recognized as Founding Partner of FFA LifeKnowledge® Center

Innovative leadership education program will help every
agricultural education student develop life skills

ANAHEIM, Calif. – John Deere was recognized recently by the National FFA Organization for the company's \$500,000 contribution in support of The LifeKnowledge® Center for Agricultural Education. The FFA Organization introduced the Center to the agriculture industry and recognized the collaborative efforts and substantial support of The LifeKnowledge Center's five Founding Partners during the recent Commodity Classic.

The Center is the focal point for an innovative, new leadership education initiative designed to support the core principles of the FFA Organization and its goal of establishing 10,000 quality agriculture science programs by the year 2015.

“The creation of LifeKnowledge has been a rewarding, yet momentous task. It would not have been possible without the input, collaborative support and substantial financial contributions of long-time benefactors and partners of the National FFA Organization,” said Sargent. “Today, I'm proud to recognize and applaud John Deere for its support as a Founding Partner.” Also recognized were Founding Partners Monsanto, the National Pork Board, Chevrolet and Cargill which each contributed \$500,000, in addition to providing strategic input during program development from the perspective of future employers of agriculture education students.

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Eighteen competencies help tomorrow's workforce

“The LifeKnowledge Center offers a unique approach to leadership education that is designed to help every student in every class develop 18 core life skills necessary for premier leadership, personal growth and career success,” said Dennis Sargent, FFA Foundation division director, during the Commodity Classic. “LifeKnowledge also will bring a new dimension of competence to the workforce that will lead agriculture and a greater sense of commitment to the citizens who will serve as the backbone of our communities in the years to come.”

LifeKnowledge employs cutting-edge educational techniques using hands-on activities that engage students in learning and enhance the retention of information. In addition to providing more than 250 lesson plans targeted to agriculture science students in grades 7 through 12 and 100 lessons for college-level students, LifeKnowledge also delivers a strong professional development component for teachers.

FFA is a national youth organization of 490,017 student members preparing for leadership and careers in the science, business and technology of agriculture with 7,210 local chapters in all 50 states, Puerto Rico and the Virgin Islands. FFA strives to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through education in agricultural science. Visit www.ffa.org for more information.

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