



FFA BLUE ROOM[®]

FFA BLUE ROOM PROMOTES INNOVATION FOR ALL

Since 2018, the FFA Blue Room has given FFA members at the National FFA Convention & Expo a chance to experience how traditional agriculture has evolved into the innovations seen on farms and in startups all over the world today. By exposing members to the careers of tomorrow, the FFA Blue Room prepares today's student leaders for agriculture's future landscape.

The FFA Blue Room is open to all National FFA Convention & Expo attendees who want to experience it. With FFA members making up three-fourths of overall attendees, the FFA Blue Room is a place where students can open their eyes to the developing world of agriculture.

In 2018:

3,007

In 2019:

4,732

FFA members experienced technology and innovation in the FFA Blue Room.

**Three additional sessions were added in 2019 to allow more members to experience the magic of the FFA Blue Room.

Of all attendees who visited the FFA Blue Room:

98% learned about at least one new technology or innovation that they did not know existed (2019).

97% learned how innovations in ag-tech are solving some of the major problems facing agriculture (2019).

90% discovered at least one new career that they did not know was connected to agriculture (2019).

When the FFA Blue Room premiered at the 91st National FFA Convention & Expo in 2018, **62 percent** of attendees said they enjoyed their experience. In 2019, **84 percent** of attendees said they enjoyed their experience.

Companies featured in the FFA Blue Room in 2019:

*AgriNovus Indiana

*Microsoft

AEM

BASF

BNSF

Cargill

CNH Industrial

Corteva Agriscience

CSX

Elanco Animal Health

FMC

John Deere

Merck Animal Health

NASA

Sealed Air

Universal Technical Institute

*Presenting sponsors for the FFA Blue Room.

Check out the FFA Blue Room at the 93rd National FFA Convention & Expo, Oct. 28-31, 2020.