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National Ag Day Announces 2027 Video Essay Contest Theme: How Will Technology Help Agriculture Strengthen Rural America?

LEAWOOD, Kan. - October 28, 2026 — How will advances in agricultural technology shape the future of rural America? That's the question high school students across the country are being challenged to explore as the Agriculture Council of America (ACA) announces the theme for the 2027 National Ag Day Video Essay Contest: **"How Will Technology Help Agriculture Strengthen Rural America?"**

Technology continues to transform American agriculture, creating new opportunities for farmers, ranchers and the communities they call home. From precision agriculture and automation to artificial intelligence and biotechnology, innovation is changing how food, fuel and fiber are produced while opening doors to new careers and economic opportunities.

The 2027 contest invites students to look beyond the technology itself and consider its broader impact. How can agricultural innovation help rural communities thrive? What challenges can technology help solve? And how might these advances shape the next generation of agricultural leaders?

Students are encouraged to approach the theme from a variety of perspectives, including the impact of emerging technologies on agricultural productivity, sustainability, rural economies and quality of life. They may also explore how agricultural technology affects their own families, communities and future career opportunities.

The contest challenges students to share their perspectives through an original video essay of two minutes or less. Open to students in grades 9–12, the competition offers an opportunity for young people to research important agricultural issues, think critically about the future and communicate their ideas in a creative and engaging format.

Cash prizes will be awarded to the top entries, and winning videos will be featured on the National Ag Day website and showcased during National Ag Day activities, including ceremonies in Washington, D.C.

Entries must be submitted by **February 5, 2027**. Winners will be announced ahead of National Ag Day, which will be celebrated March 16, 2027, under the theme "Agriculture: Together We Grow."

The 2027 National Ag Day Video Essay Contest is sponsored by CHS Inc., Farm Progress, Successful Farming and the National Association of Farm Broadcasting.

For complete contest guidelines, eligibility requirements and submission information, visit **www.agday.org/essay-contest**.

About National Ag Day
National Ag Day is organized by the Agriculture Council of America (ACA), a nonprofit organization dedicated to increasing public awareness of agriculture's vital role in society. Celebrated annually, National Ag Day encourages Americans to understand how food, fiber and fuel products are produced, appreciate agriculture's essential role in the economy and recognize the many career opportunities available in the industry.

Agriculture Council of America
8700 State Line Road, Suite 105
Leawood, KS 66206
913-491-1895
info@agday.org
www.agday.org

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