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*FOR IMMEDIATE RELEASE*

By Katibeth Wise

**STATE WINNERS IN THE MARKETING PLAN CAREER DEVELOPMENT  
EVENT RECOGNIZED AT THE 98<sup>th</sup> GEORGIA FFA STATE CONVENTION**

MACON, Ga. – Winners of the Marketing Plan Career Development Event (CDE) were recognized at the 98<sup>th</sup> Georgia FFA State Convention held at the Macon Centreplex on April 22-25, 2026.

Gilmer County placed first in the CDE competition, followed by White County, Madison County, Eastside finishing second, third, and fourth respectively.

CDE awards are granted to FFA members and teams who have exhibited premier leadership, personal growth, and career success in a variety of competitions. The Marketing Plan CDE is a team event designed to develop an understanding of the marketing plan process and to allow students to explore and prepare for possible careers in agrimarketing. Additionally, students research and present a marketing plan for an agricultural product, supply, or service.

The Marketing Plan Career Development Event was sponsored at the state level by Georgia Cooperative Council.

The winning team was awarded \$1,500 travel money to attend the National FFA Convention. Additionally, the advisor of the state winning team received a \$100 cash award.

The National FFA Organization, formerly known as the Future Farmers of America, changed its name in 1988 to reflect the growth and diversity of agriculture. There are over 1 Million FFA members nationwide. The Georgia Association has more than 80,000 members, making it the third largest Association in the nation. The FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success, through agricultural education.

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