

Farm Bureau Veteran Farmer Award of Excellence

Official Rules

Prizes provided by Farm Credit

VOID WHERE PROHIBITED. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES.

1. SPONSOR. American Farm Bureau Federation (hereinafter “Sponsor” or “AFBF”).
2. DATES. Judging for the 2025 Farm Bureau Veteran Farmer Award of Excellence (“Contest”) will be June 17-September 2, 2025. Information on how to enter and prizes form part of these official rules (“Official Rules”). By submitting an entry, each entrant agrees to the Official Rules and warrants that his or her entry complies with all requirements set out in the Official Rules. This is a skill-based contest and chance plays no part in the determination of winners.
3. WHO MAY ENTER. CONTEST IS OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES AND UNITED STATES TERRITORIES, WHO ARE 18 YEARS OF AGE OR OLDER. FARM BUREAU MEMBERSHIP IS NOT REQUIRED. This contest is NOT open to: (a) past winners of the Contest, (b) employees, directors, officers, agents or representatives of Sponsor or Farm Credit, or their affiliates, subsidiaries, or parents; or, (c) members of the immediate family of any of the persons in (b) above. Notwithstanding the foregoing, persons serving on state Farm Bureau boards of directors and their immediate families may participate in the contest. The term “immediate family” includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws,” or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.
4. HOW TO ENTER. Entries must be received after June 17, 2025, at 11:00 a.m. EST and before September 2 2025, at 11:59 p.m. EST, or when 200 entries that comply with the Official Rules are received, whichever comes first (“Contest Entry Period”). To enter the Contest, you must: 1) complete a nomination form which includes a written narrative describing how the applicant exhibited excellence in farming or agriculture & impacted their community in a positive way, 2) acknowledge and agree to the terms of an affidavit of eligibility and release (“Contestant Release”), and 3) submit a completed publicity release for any third party that appears in your submission (“Third-Party Release”). Nomination forms, the Contestant Release and the Third-Party Release may be found at fb.org/veteranfarmer. The Veteran Farmer Award of Excellence winner also must be available to attend the AFBF’s 2026 Convention in Anaheim, California, from January 9-14,

2026 (the “Convention”). Further information may be obtained online at fb.org/veteranfarmer.

5. JUDGING CRITERIA. The Veteran Farmer Award of Excellence judges will be selected by the Sponsor. The judges will apply the particular criteria detailed on the nomination forms to measure which entry has demonstrated, to the satisfaction of the judges, that their applicant exhibited excellence in farming or agriculture & impacted their community in a positive way. These criteria will be used to review the first 200 entries that comply with the Official Rules. The Veteran Farmer award winner will be selected by the judges on or about September 7, 2025. Sponsor will use the contact information provided in the Contest entry to attempt to notify the winner of the Contest on or about September 9, 2025.

All winners must demonstrate that he or she meets the requirements for entering into this Contest. If Sponsor determines the winner meets the requirements for entering into this Contest and did not violate any of these Official Rules, and agreed to the terms of the Contestant Release, then the winner will be awarded the prize outlined below.

If Sponsor determines that a Contest winner does not meet the requirements and/or violated any of these Official Rules, then the judged winner will be disqualified, and Sponsor will select an alternate prize winner. In addition to the other requirements set forth herein, if 1) the winner passes away before completion of the required video shoot, or 2) the winner is unable to participate in the required video shoot due to illness or infirmity, Sponsor shall have the right to select an alternate winner.

6. CONTEST PRIZES. The Veteran Farmer Award of Excellence winner shall receive the following: 1) Ten Thousand Dollars (\$10,000), and 2) Reimbursement of up to Five Thousand Dollars (\$5,000) in travel and other expenses incurred for the recipient and their guest to attend the American Farm Bureau Federation Convention to be held in Anaheim, California, on January 9-14, 2026. This would include registration for two adults to attend the Convention with a retail value of Two Hundred Dollars (\$200.00). Assistance in arranging travel and lodging is available for the winner from AFBF upon request.

Provided the Veteran Farmer Award of Excellence winner attends the Convention in Anaheim, California January 9-14, 2026, the cash prize will be distributed at Convention. If winner is unable to attend the Convention on the required dates, the prize will be forfeited, and Sponsor will select an alternate winner. The Veteran Farmer Award of Excellence prize is sometimes referred to herein as the “Prize”. The prize may not be transferred or assigned by the winner.

RETURN OF PRIZE NOTIFICATION AS UNDELIVERABLE MAY RESULT IN DISQUALIFICATION AND SELECTION OF AN ALTERNATE WINNER.

7. ODDS OF WINNING. The odds of winning depend on the number of eligible entries received and involvement of the entrant.

8. LIMITATION OF LIABILITY AND RELEASE. Sponsor assumes no liability or responsibility resulting from any entrant's participation in or attempt to participate in the Contest or in connection with receipt or use of any Prize. Sponsor assumes no liability or responsibility for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; unauthorized human or non-human intervention in the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. Sponsor is not responsible for any typographical errors in the announcement of the Prize or these Official Rules.

Sponsor or vendors providing goods or services related to any prizes, including Farm Credit, and each of their respective related companies, and all of its or their officers, directors, employees and agents ("Released Parties") are not responsible for any personal injury or property damage or losses of any kind which may be sustained by entrant's or any other person's participation in the Contest, or use or receipt of any Prize. By participating in the Contest, the entrant releases the Released Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Contest. By accepting a Prize, the winner agrees that the Released Parties shall not be liable for any loss or injury resulting from participation in the Contest, or the acceptance, use of any Prize, or participation in any event associated with or comprising a part of the Prize. The Released Parties are not liable in the event that any portion of the Contest or Convention or any scheduled events related to this Contest and the Convention are cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control. The winner is responsible for transportation to and from their home and the departure airport or other transportation terminal (if any), checked baggage and other additional fees charged by the airline, ground transportation, ancillary hotel expenses, and all other expenses incurred in connection with their travel or their stay in San Antonio, Texas, other than as included in their prize described above.

The Veteran Farmer Award of Excellence winner is responsible for any travel insurance related to travel to and from San Antonio, Texas, or related to any travel related to the Veteran Farmer Award of Excellence prize.

9. CONTEST IS VOID WHERE PROHIBITED. Entrants agree that this Contest shall be subject to and governed by the laws of the District of Columbia and the forum for any dispute shall be in the District of Columbia. To the extent permitted by law, the right to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or on connection with this Contest are hereby excluded and any entrant expressly waives any and all such rights. Certain restrictions may apply. Entries are void if the Sponsor determines the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, obtained through fraud or theft or do not meet the eligibility criteria outlined above.

Participants also agree (1) to be bound by these Official Rules; and (2) that the decisions of the judges and Sponsor are final and not appealable on all matters relating to the Contest. In the event that the selected winner of any Prize is ineligible or refuses the Prize, the Prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the Prize to another winner.

10. TAXES. The value of each Prize is includible in the winner's income. Sponsor is required to report the actual value of the Prizes to the Internal Revenue Service. The winner agrees to provide his/her valid name, address, and Social Security number to Sponsor for tax reporting purposes. THE WINNER IS RESPONSIBLE FOR PAYING ALL FEDERAL, STATE, AND LOCAL INCOME AND OTHER APPLICABLE TAXES THAT ARE DUE IN CONNECTION WITH RECEIPT OF THE PRIZE.

11. RIGHT TO CHANGE, CANCEL OR SUSPEND CONTEST. Sponsor reserves the right, at its sole discretion, to disqualify any individual(s) who tamper or attempt to tamper with the entry process. If, for any reason, the Contest is not capable of running as planned, due to infection by computer virus, bugs, worms, Trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest. In addition, Sponsor reserves the right, for any reason and in its sole discretion, to change these Official Rules at any time, and to suspend or cancel the Contest.

12. **PRIVACY POLICY.** Sponsor may use any information provided to Sponsor in accordance with the terms of Sponsor's Privacy Policies, which can be found at <https://www.fb.org/about/privacy>.

13. **WINNER'S LIST.** For names of the winners send a self-addressed, stamped envelope to American Farm Bureau Federation, 600 Maryland Ave SW, Ste 1000W, Washington, DC 20024. Requests for a confirmation of the winner must be received by March 31, 2026.