



# Chatham-Kent



# Princess of the Furrow

## Handbook 2019



Chatham-Kent Queen &  
Princess of the Furrow Contact:

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## Chatham-Kent Princess of the Furrow Rules

1. Contestants must be residents of the municipality of Chatham-Kent.
2. Contestants must be a minimum of 11 years of age and a maximum of 16 years of age as of January 1<sup>st</sup> of the current year.
3. Entries to be submitted to the Princess of the Furrow Committee at least 3 weeks prior to the Chatham-Kent Plowing Match.
4. The term of the Chatham-Kent Princess of the Furrow is 1 year.
5. Contestants must be present and report to the Princess of the Furrow committee prior to 9:30 am on the day of the match.
6. At no time should the branch association Princess hold two titles (ie. Fair Princess/ Ambassador) due to conflict of interest in the same year.
7. Contestants will be judged on four main components:
  - a. Interview /250 points
  - b. One to Two minute speech /250 points
  - c. Impromptu /40 points
8. The topic of the 1-2 minute speech will be of the choice of the contestant — within the theme of agriculture and your interests within the industry.
9. The winner of the competition will represent Chatham-Kent at the following International Plowing Match and Rural Expo, provided an international competition is held.
10. Princess of the Furrow contestants will be guests at the Chatham-Kent Plowing Match Banquet, held immediately following the Plowing Match.
11. The chosen Princess must have a chaperone (parent/grandparent or a member of the Chatham-Kent Plowmen’s Association) when competing at the IPM&RE level.
12. Prizes – all contestants will receive prizes from our sponsors.

1 <sup>st</sup>	\$25, Crown and Sash
2 <sup>nd</sup>	\$15
3 <sup>rd</sup> +	\$10

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## Competing to be County Princess of the Furrow

### At a local level:

The purpose of the local Princess of the Furrow Program at a local level is to give young women throughout the province of Ontario the opportunity to act as a representative for their county or region's Plowmen's Association. It is a program intended to encourage young women to take an interest and get involved in the agricultural community in their area. The Princess program can be viewed as a stepping-stone to many opportunities, including the Queen of the Furrow program that will arise as an opportunity in the future for these young women. This program also provides opportunities for personal growth and maturity, travel throughout their counties/regions, and the opportunity to learn about the agricultural industry in different areas of Ontario by travelling to the IPM's host county provided there is a Princess competition at the international level.

There are three major components to competing for a county Princess of the Furrow title. Although each county has a slightly different format, the core components are relatively similar.

The four components are:

1. Interview /250 points
2. Speech /250 points
3. Impromptu /40 points

At the provincial level, only the top five finalists have to give an impromptu speech.

### At a provincial level:

Should there be an IPM Princess Competition at the international level; the IPM Princess of the Furrow is awarded a bursary to put towards their post-secondary education, which is generously donated by a local sponsor. Many gifts from the local area are also provided. In return, the IPM Princess of the Furrow will be expected to attend promotional events for the IPM (International Plowing Match & Rural Expo) she is representing (ie. Farm shows, branch plowing matches, etc.). She is not expected to attend as many events as the Ontario Queen of the Furrow but is welcome to attend as many as she can over her rein.

**1) Interview** – Know your stuff: Take time to learn about the organization and the current affairs in Agriculture and World News. Personalize: be prepared to answer questions about your family, place of employment, hobbies, etc. Ensure you know why YOU want to be Princess of the Furrow!

Useful resources:

- *God Speed the Plow: A History of the Ontario Plowmen’s Association* by John Fennell
- OPA Website ([www.plowingmatch.org](http://www.plowingmatch.org))

Participating in the Interview:

- Dress in business attire
- Be Confident and SMILE; Don’t forget to make eye contact
- Answer the questions to the best of your ability
- If you don’t know an answer, say so and suggest where you might be able to learn more about that topic
- Keep answers concise and choose key points to explain
- Shake hands when entering and exiting the interview with confidence

After the Interview

- Don’t dwell on the details: remember there is more to the competition
- Each interview will be different: your answers are as unique as you!

**Interview scorecard:**

Category	Score
Knowledge/Depth of Response <ul style="list-style-type: none"> <li>• Complete answers given</li> <li>• Answers questions asked</li> <li>• Participation in interview</li> <li>• Stays on topic</li> <li>• Seeks clarification and asks questions if necessary</li> </ul>	/100
Rapport <ul style="list-style-type: none"> <li>• Entrance</li> <li>• Exit</li> <li>• Posture</li> <li>• Attitude</li> <li>• Enthusiasm</li> <li>• Creativity/uniqueness</li> </ul>	/100
Agricultural and Plowing Match Knowledge <ul style="list-style-type: none"> <li>• Questions primarily based on information prepared and handed out by the committee</li> </ul>	/50
Total	/250

**2) Speech** – Princess of the Furrow contestants are required to give a 1-2 minute speech on a topic of their choice within the theme of agriculture and your interests within the industry.

**Marks:** Marks are given for recognition of judges and other contestants, content, use of humour, eye contact, effective pauses, smiling, enthusiasm, no notes, and a solid conclusion. Points are lost when there is excessive use of Uh's and Ah's, the speech is written and read from paper, poor grammar or an incorrect use of a word, inappropriate language, and speech overruns (2 minute max).

### **Tips and Tricks for a Winning Speech**

**Step #1—Research:** Find out all you can about your topic. Ensure your facts are accurate, and where you can integrate some humour, passion and knowledge. Credit your sources. Books, Newspapers, journals and the internet all provide a wealth of information. Choose familiar topic you are interested in, your speech is more convincing and your enthusiasm is natural.

**Step #2—Outline:** Organize your speech into three sections.

*Body:* written first and incorporating the 5 W's! Who, where, when, what, and why. Pick three or four points to structure your speech around.

*Conclusion:* Summarize your main points. Leave a strong lasting impression with the judges. Challenge your audience to find out more and DO NOT introduce new information at this time.

*Introduction:* Now that your speech is written, adding the intro is easy! Try and grasp the audience with a quote, question, unusual fact, idea or song (if you sing!). Lead smoothly into the body.

**Step #3—Practicing:** Practice does make perfect and as a competitor you should strive to deliver your speech without cue cards or notes. Say the speech out loud to familiarize yourself with the words and message. Find a comfortable place, and tone. Introduce hand gestures and visual effects where appropriate. Be natural...only tell jokes if you are comfortable. Doing anything “out of the norm” like using unfamiliar words or singing where you would not usually will only make you uncomfortable and nervous.

**Step #4—Delivery:** You know what you are going to say, and you know how you want to say it, you have practiced but now it's crunch time...delivery. The final “polish” can make the difference between first and second. The time invested is in vain if the delivery does not come off smoothly. There are two areas of concern that has to be practiced over and over to ensure a fluent speech.

**Verbal Communication:** Volume, pitch and inflection, rate, pauses, articulation and pronunciation are all parts of verbal communication. Ensure the audience can hear you, talk at a pace comfortable for your delivery but fast enough to keep them gripped. Use pauses to emphasize key points but don't fill them with Um's and Ah's. Ensure you are very clear sounding out each word fully and avoiding the use of slang terminology.

**Non-Verbal Communication:** Ensure you have good posture, feet together with your head up, this hides nervousness as well as providing a comfortable stance to prevent shuffling. Use gestures to emphasize points in your speech and prevent you “hiding” behind a podium. Look directly at each group of people as you address them, and lock eyes with each judge at least once during the speech. Tell the audience how they should feel with the expressions on your face. Always try to look happy and wear a true smile!

**Speech scorecard:**

<b>Category</b>	<b>Score</b>
Content <ul style="list-style-type: none"><li>• Introduction</li><li>• Body</li><li>• Conclusion</li><li>• Organization</li><li>• Informative</li><li>• Humor</li><li>• Relevant</li></ul>	/100
Delivery <ul style="list-style-type: none"><li>• Varied pace</li><li>• Change volume</li><li>• Enunciation &amp; pronunciation</li><li>• Eye contact</li><li>• Gestures</li><li>• Posture</li></ul>	/100
Overall Impression <ul style="list-style-type: none"><li>• Interest</li><li>• Enthusiasm</li></ul>	/5
Time <ul style="list-style-type: none"><li>• Deduct 2 marks for every 10 seconds over or under 1 - 2 minutes</li></ul>	
Total	/250

**3) Impromptu** – If nerves are not already running high then the Impromptu question is guaranteed to get the heart racing. Try to practice the following to build your confidence.

- Take your time and take a deep breath before you start to talk! The audience will not notice if you wait 30 seconds to start speaking, but it will seem like a lifetime to you. To “buy” a little time, try rephrasing the question as your introduction. (ie. Q: Why do you feel you are qualified to be the IPM Princess of the Furrow? A: I feel I am qualified to be the IPM Princess of the Furrow as I have...)
- Relax. Be yourself. And be strong and confident in your answer. If possible, support or relate your answer to an example from your personal experiences.
- Remember, a 1-minute answer is all that is expected. Taking too long and repeating yourself can easily jeopardize the quality of a strong impromptu speech.
- Try to avoid subjects that you are not familiar with.
- Maintain eye contact with both the audience and the judges.
- Occasionally, try and throw in an off-the-cuff remark referring back to an event of the day. This makes your answer more natural and less rehearsed.
- Have a good conclusion with a defined end. Finish with Thank You....and SMILE!

*Note: At the IPM, only the top 3 - 5 competitors are required to answer an impromptu question.*

**Impromptu scorecard:**

Category	Score
Response answers the question asked	/10
Content <ul style="list-style-type: none"> <li>• Informative</li> <li>• Creative</li> <li>• Accurate</li> <li>• Organization</li> </ul>	/10
Delivery <ul style="list-style-type: none"> <li>• Flow</li> <li>• Enunciation &amp; pronunciation</li> <li>• Eye contact</li> <li>• Smile</li> <li>• Gestures</li> <li>• Posture</li> </ul>	/10
Overall Impression <ul style="list-style-type: none"> <li>• Enthusiasm</li> <li>• Holds audience attention</li> <li>• Ability to think quickly</li> </ul>	/10
Total	/40



## Possible Interview & Impromptu Questions

1. Who is your mentor and why?
2. Of all the people involved with agriculture, who is your role model and why?
3. Do you think the Princess of the Furrow competition should be changed to an ambassador competition, to allow young men to compete?
4. Name advantages/disadvantages of moving the plowing match to different locations each year.
5. What do you think are the three most important agricultural issues in Canada today?
6. What is the future of the moldboard plow with the increasing popularity of no-till farming systems?
7. What is the significance of the Princess of the Furrow program in the 21<sup>st</sup> century?
8. What is the future of the family farm in the age of globalization?
9. Comment on the role of computers in making farms operate more efficiently.
10. How could the Princess of the Furrow program be adapted to increase its value in the 21<sup>st</sup> century?
11. Comment on the use of genetically modified organisms by farmers in order to enhance production.
12. If you could be any farm animal, what animal would you be and why?
13. If you were travelling the world and could take only one thing with you, what would it be?
14. What would be the one biggest thing you would do if you were chosen as the next Ontario Princess of the Furrow?
15. In your own words, what is the purpose of the Ontario Plowmen's Association?

Some names to recognize:

- Federal Minister of Agriculture & Agri Food: Marie-Claude Bibeau
- Provincial Minister of Agriculture: Ernie Hardeman
- Past President of the OPA: David Murray
- President of the OPA: Sheila Marshall
- First Vice-President of the OPA: Don Priest
- OPA Queen of the Furrow Co-Chairs: Vanessa Scott & Shelia Marshall
- Your OPA Zone Director: Zone 1 – Brian Lunn
- Ontario Queen of the Furrow: Derika Nauta (Oxford)
- OPA Executive Director: Cathy Lasby
- Chair of IPM 2019: Neil Fox
- 2019 IPM Theme: Sharing our Love for Life

Useful information:

- Queen of the Furrow Program Started: 1960 in Elgin County
- First IPM held: 1913 in Toronto
- OPA Directors: 9; OPA Advisory Councilors: 47

**4) Appearance & Deportment** –Although not a component in the Princess competition, it is an area to keep in mind as it becomes a component in the Ontario Queen of the Furrow Competition. Princesses are expected to represent their county at a high level of professionalism and present themselves in an orderly manner. The judging for appearance and deportment is constant. As a Princess of the Furrow people are always watching and listening to you. Always try to remain positive, polite and enthusiastic.

- Smile and act natural
- Be punctual
- Look energetic, awake and avoid yawning
- Drink lots of water to maintain your energy and colour
- Hands should be clean and well groomed
- Sit with your legs crossed at your ankle with your hands on your lap
- Avoid clothing that may cling, blow up, or in general make you uncomfortable
- Face the flag during the National Anthem with the hands at your side
- Don't clink glasses when toasting, toast only with water, never toast with an alcoholic drink
- Raise your glass even if it is empty (hiding this fact with careful handling)
- Before speaking, address the chairperson, judges, MC, and any specific distinguished guests
- Avoid caffeinated drinks, soft drinks and ice cream prior to speaking
- Maintain eye contact when answering questions
- Ensure you have a candy to sooth a dry throat
- Before sitting for lunch/supper think of topics of conversation
- Talk to other contestants with true interest, ask pertinent questions
- Mingle. Don't always stick with the same group (judges like to see you socialize)
- Never wear sunglasses or chew gum!!!

## Rules and Responsibilities

### Local Events

Many local organizations and committees are thrilled to have you attend their events but sometimes they are shy to ask...or don't know where to find you. Don't be afraid to contact 4-H clubs, community organizations, farm safety groups, local governments, etc. to let them know you are willing and available to attend or speak at their events.

Remember you are always striving to raise the profile of the Princess of the Furrow program, the IPM, the OPA and agriculture.

Some favourites:

- Chatham-Kent plowing match and banquet
- Neighbouring county plowing matches
- Annual county 4-H banquets or awards nights
- Thamesville Threshing Festival, Highgate Fair and Parade and local Christmas Parades
- Chatham-Kent Farm Show, London Farm Show, Woodstock- Canada's Outdoor Farm Show

Don't be afraid to get involved: volunteer to help at a pancake breakfast, visit grade schools for story time, participate in Canada's Agriculture Day, attend local Cattlemen's suppers...the list is endless!

The basic duties of the Chatham-Kent Princess of the Furrow are as follows and potential candidates should be prepared to fulfill these duties. Should these duties not be fulfilled, the Chatham-Kent Plowmen's Association reserves the right to remove the title of Chatham-Kent Princess of the Furrow from the selected candidate.

1. Attend the International Plowing Match & Rural Expo the following year, which will be held during the third week of September, provided there is a competition at the international level.
2. Attend as many monthly meetings of the Chatham-Kent Plowmen's Association as possible.
3. Attend local county Plowing Matches to promote the Chatham-Kent Plowing Match, the Plowmen's Association, and the Municipality of Chatham-Kent.
4. Attend local events as required to promote the Chatham-Kent Plowing Match and Plowmen's Association.
5. In the event that an International Plowing Match (IPM) is to be held during the next 5 years in Chatham-Kent, attend additional events as required to promote the IPM.
6. It is encouraged that you attend the Princess of the Furrow speeches and crowning at this year's International Plowing Match, which occur on Saturday of the third week of September.
7. Follow the guidelines as outlined in the "Princess of the Furrow Handbook" at all times when attending events as Princess of the Furrow.
8. Comply with the Princess of the Furrow Code of Conduct and the OPA Harassment Policy.

## **International Plowing Match and Rural Expo (IPM)**

The IPM is the opportunity for all Princesses to compete for the title of IPM Princess of the Furrow, should the local committee decide to host the competition. Princesses will arrive on the Junior Day (Saturday) at the IPM, the Saturday so there is no need to miss school. Princesses and their families are encouraged to go to the IPM on the Friday to walk around and take in the IPM as Saturday will be busy. During the Saturday at the IPM the County Princesses of the Furrow are judged on the criteria of the international competition - interview, speech and possible impromptu. Only the top 3 - 5 finalists will have to perform an impromptu speech.

What else to know?

- The Princess of the Furrow committee will send a package of information
- Complete your speech and try to memorize it before you leave for IPM
- Check weather and pack for the day accordingly
- Ensure you have a chaperone for the day, either a parent or a Chatham-Kent Association Rep.
- Study up on current events in agriculture, this will help you feel confident in the interview
- Book accommodations if required as they are NOT provided by the IPM Committee or OPA

## **Past and Upcoming IPM Host Counties**

2017 – Walton, Huron

2018 – Pain Court, Chatham-Kent

2019 – Verner, West Nipissing

2020 – Up for Bid