



Farmcraft® 2023 Region Lead Description

The goal of Farmcraft® 2023 is to understand the relationship between agriculture, food trade, and food security. Participants will learn about the choices that farmers must make before planting their crops, thinking about which crops to grow, who will eat the crops, where the crops must be sent, and how to deliver these crops.

Region leads will build overall participation in Farmcraft® 2023 by (1) recruiting participants at their own site or program, (2) recruiting leaders and/or individual teams at other schools and programs, and (3) encouraging high levels of engagement in all aspects of Farmcraft.

Expectations

- Use NASEF's toolkit to encourage participation in the lead's region.
 - ☰ [Farmcraft 2023 Marketing Toolkit](#)
- Encourage teams to register to join Farmcraft® 2023. All registered teams are eligible to compete in the Preseason and Regular season.
 - Preseason runs February 2 - March 17. It is recommended, but teams do not have to compete in the Preseason in order to compete in the Regular Season. Preseason consists of three challenges designed to help learn and review the basics of farming in Minecraft. Educator guides with detailed instructions are provided to reinforce the learning objectives.
 - Regular season runs March 17 - April 27. During the regular season, participants are granted access to a modified version of Minecraft that models real-world conditions of farming, supply chains, and food availability. Throughout the season, the participants are presented with three challenges that they must complete to be eligible for awards at the end of the program.
- NASEF provides Minecraft: Education Edition free to participating teams that need it. The accounts will allow access to Minecraft: Education Edition for the duration of the competition only. Region leads may need to help local teams request the free licenses from NASEF via email.
- Region leads should join and encourage all teams to watch Farmcraft® 2023 livestreams to learn about topics related to agriculture, food trade, and food security. Videos are available for later playback.
- All competing teams will need to upload or record a video of their farms into the NASEF Flip. Region leads can refer teams to NASEF if there are questions about using the app.
- NASEF provides a thorough Team Guide outlining details and rules for the event. To answer questions, leads can share their own experience, point participants to the Guide and website, or refer to the NASEF team for individual support.
- Participants are expected to take a participation survey. Leads should encourage high levels of completion of the survey.

- Leads should post about Farmcraft® 2023 on relevant social media accounts and tag NASEF.
- Leads should help NASEF quantify the number of schools/programs/youth joining Farmcraft® 2023 (whether they submit Flip entries or not).
- Each regional lead will be paid a stipend of US \$2,500 upon completion of the program.