

## 2026 PA FFA Maple Career Development Event Team Activity: “Sweet Story of Maple” Video Project

Teams will create a short educational video (3–5 minutes) that highlights the maple syrup production process and promotes local maple producers and maple weekends in their area. The goal is to educate the public about the importance, traditions, and science of maple syrup production in Pennsylvania.

Each team will research, plan, and produce a short video that tells the story of maple syrup in their local area. The video should feature local producers, showcase a part (or the whole) of the production process, and promote community awareness of maple weekends or events.

### Video Theme Options (Choose One Focus Area):

Teams may choose one of the following focuses for their video:

1. From Tree to Table: Overview of the full maple syrup process—from tapping to bottling.
2. Science in the Sugarbush: Focus on the biology and chemistry of sap flow, tapping, and syrup density.
3. Technology & Innovation: Highlight modern equipment, efficiency improvements, and sustainability practices in maple production.
4. Tradition & Community: Explore the cultural heritage of maple syrup in Pennsylvania and its role in local economies.
5. Maple in the Marketplace: Focus on marketing, agribusiness, and consumer education related to maple products.

### Video Requirements:

- Length: 3–5 minutes
- Must include:
  - At least one local producer or sugarhouse (interview, footage, or mention)
  - Educational content about maple syrup production or science
  - Promotion of local Maple Weekend (2027) or community maple events, occurring after November 2026
  - Visuals of maple production (sap collection, boiling, bottling, etc.)
  - Proper credit for all media used
- All team members for your chapter 2026 Maple CDE team should be featured in the video and have a speaking role.