



Renk Agribusiness Institute
UNIVERSITY OF WISCONSIN-MADISON

March 17, 2026

Greetings Wisconsin FFA Advisors,

I wanted to reach out with a brief update on a couple of items regarding the 2026 Marketing Plan CDE.

First, I want to thank all of the advisors that provided feedback to my proposed change to have all competing teams use the same business partner “client”. But, since I did not receive what I would consider sufficient support in favor of this change, the 2026 Marketing Plan CDE will remain as it has been in previous years where each team will be tasked with selecting their own actual, existing business to serve as the ‘client’ for their corresponding marketing plan. I am planning on revisiting my original proposed change in the future as I continue to gain more feedback, insight, and understanding on this CDE moving forward, but all competing 2026 teams should plan to follow the National FFA Marketing Plan CDE Handbook on the webpage.

Second, I also have not been able to come to a consensus on a date or time to provide a workshop to a number of teams planning to compete in this year’s CDE. Therefore, I would like to offer advisors and/or teams of students the ability to schedule individual virtual meetings with me if they would like to discuss their approach to creating a marketing plan, ask questions on specific marketing concepts, etc. If there is interest in this, I’m hoping these conversations will provide me with a better understanding of the specific needs of advisors and students to hopefully offer a larger workshop program in the future. Please feel free to reach out to me (email is best – jpbeach@wisc.edu) any time prior to the State Convention if you’re interested in setting up a virtual meeting.

Thanks again to all of you as I familiarize myself with this CDE and as I continue to have more questions than answers. I continue to look forward to growing interest in this valuable opportunity for you and your FFA members. Please don’t hesitate to reach out if any other questions or issues arise.

Sincerely,

Jeremy Beach

Associate Director – Renk Agribusiness Institute
Department of Agricultural & Applied Economics
University of Wisconsin-Madison
Phone: (608) 262-9485
Email: jpbeach@wisc.edu