

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

415 Madison Avenue, 12th Fl.
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193 WORDS, 60 SECONDS

RAISING TOMORROW'S GREAT GROWERS

THE WORLD POPULATION IS PROJECTED TO INCREASE BY ONE BILLION OVER THE NEXT TWELVE YEARS, AND WILL REACH NINE-POINT-SIX BILLION BY 2050. WHEN YOU PAIR THIS GROWING POPULATION WITH THE GLOBAL NEED FOR FOOD, THE DEMAND ON THE WORLD'S FARMERS BECOMES ONE OF TODAY'S MOST URGENT ISSUES. MUCH OF THE CURRENT CONVERSATION AROUND FEEDING THE WORLD FOCUSES ON THE "HOW"—BUT C-M-E GROUP WOULD LIKE YOU TO FOCUS ON THE "WHO." THIS YEAR MARKS THE THIRD YEAR OF C-M-E GROUP AND NATIONAL FOUR-H COUNCIL COMMODITY CARNIVAL PARTNERSHIP, WHICH BRINGS A HANDS-ON EDUCATIONAL EXPERIENCE TO STATE AND COUNTY FAIRS ALL ACROSS THE COUNTRY. THROUGH THE COMMODITY CARNIVAL AND ITS COMPANION APP, RISK RANCH, THE FARMERS AND RANCHERS OF TOMORROW CAN LEARN ABOUT MANAGING THE RISKS ASSOCIATED WITH PRODUCING AND BRINGING COMMODITIES TO MARKET. THE RISK RANCH APP IS AVAILABLE OFF THE FAIRGROUNDS AS WELL, DOWNLOADABLE ON DESKTOPS AND SMARTPHONES. TO CHECK OUT THIS UNIQUE FAIR EXPERIENCE AT A STATE OR COUNTY FAIR NEAR YOU THIS SUMMER, OR PLAY RISK RANCH ONLINE, GO TO C-M-E-GROUP--DOT--COM--SLASH--4-H-CARNIVAL.