

NASEF FARMCRAFT 2022- MARKETING KIT



NASEF Farmcraft™ 2022 is a student challenge to successfully create farms and grow foods in Minecraft! Apply and adapt agricultural production techniques in different unique environmental biomes.

These materials are provided to help you promote this exciting free competition to students in your area.

- **Web page:** [NASEF.org/farmcraft](https://www.nasef.org/farmcraft) (redirects to [https:// www.nasef.org/learning/farmcraft/](https://www.nasef.org/learning/farmcraft/))
- **Announcement [press release](#)**
- **Social media [toolkit](#):** includes sample posts for primary social media platforms and image links
 - Hashtags**
@ExchangeOurWorld @StateDept
#ExchangeOurWorld
#agbiotech #sustainability
#NASEF #Farmcraft2022
#citizenscience
- **Promo video:** To be added after the Farmcraft world is released
- **One-page flyer:** [PDF](#) or [PNG](#)
- **Event [logo](#)** and other [graphics](#) for social media and promos



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