

2021 Agricultural Sales Product

The 2021 product for the Ag Sales contest will be California Agricultural Special Interest License Plates.

History of the Cal Ag Plate Program

In April 2013, the first CalAgPlates were issued by the Department of Motor Vehicles (DMV), establishing the California Agricultural Special Interest License Plate. Annual revenue generated from the original purchase and renewal of CalAgPlates helps to support the program. This grant program distributed by the California Department of Food and Agriculture anticipates making \$250,000 available annually to support agricultural education in California. California FFA (CA FFA) is responsible for 6,375 of the original 7,500 plates needed to start the program. Since the inception of the program, California FFA has been a driving force in establishing and maintaining the CalAgPlate program. To date, CA FFA has invested nearly \$300,000 in promotions and incentives to promote this program. CA FFA continuously promotes that 85% of the CalAgPlate program's eligible funds go directly to CA FFA. For the 2020-21-year CA, FFA will receive \$197,000 from the program.

Any motor vehicle - car, truck, trailer, or motorcycle registered in California can apply, but not all specialty plates are available to motorcycles. Note that special interest license plates have additional fees to support the relevant programs and projects displayed on the specialty plates but vary depending on the organization. California offers a range of special interest plates with graphic designs related to the organization's interest.

In addition, special license plates include agriculture plates, arts council plates, coastal commission plates, firefighter plates (available only to current and retired firefighters), memorial plates, veteran' plates, Yosemite Foundation plates, Lake Tahoe Conservancy plates, and plates for the Child Health and Safety Fund to name a few. Once you've selected the background you prefer, you can choose to have the license number personalized or sequential. If you choose sequential (a random license plate number), you must have the car's vehicle registration card for the car receiving the plate. If you choose to customize a plate, you can pick any combination of letters, numbers, and characters between 2 to 7 characters. However, they can't be offensive (in any language, so don't try and get around this one), or resemble existing plates. If you order your plates online, you can see if your desired combo is available and preview it before purchase. Special interest plates cost around \$50, and if you want it personalized, there is an additional processing fee. So, if you decide to go with something original, make it worthwhile! Once the order is placed, there are NO refunds for the special plate. Randomly assigned plates will arrive by mail within six weeks, but personalized plates take longer, usually about 12 weeks. Ensure that once you've received your new plates, you go in person to exchange your previous plates to the DMV location you specified on your application.

Unlike traditional license plates, special interest or vanity plates typically stay with the owner instead of the vehicle. If you decide to sell your car, you have a few options when handling your personalized plate. You can reassign the plate to a new vehicle, retain your plate until you get a new vehicle (retention fees will apply - \$38), or release the plate back to the DMV. Whichever route you take, make sure you complete the appropriate application (the Special Interest License Plate application or the Special Recognition License Plate application) and gather the necessary

items before submitting by mail or in person. You'll need registration paperwork if you're reassigning the plate to a new car, the retention fee if you're keeping it for later use, or the plates themselves if you're releasing to the DMV.

You can apply for a vanity license plate in the state of California two different ways:

1. Mail the completed Special Interest License Plate Application (REG 17) to the Department of Motor Vehicle address at the bottom of the form with the appropriate fee.
2. Order online on the DMV website.

DMV Special Interest Plate Insert

There is a flyer of special interest plates inserted into registration renewals mailed to DMV customers. The insert is produced by the California Coastal Commission (CCC). The cost to have a special interest plate included on the flyer is \$35,000 a year. The CCC typically reaches out to special interest plate groups in late February or early March to participate, and the leaflets are printed in late spring/early summer.

Product Price List

Special License Plate Fees

How will this product work for the Ag Sales contest?

Teams will be assessed on their communication skills, product knowledge, sales process, and ability to maintain customers. CalAgPlates, like any other product, is marketed to different customer groups. Teams will be responsible for developing a strategy to market and sell to differentiated customers. Students will present to judges acting as the team's immediate supervisors in the team activity. Teams will present a comprehensive strategy for a designated customer group. Students will directly sell CalAgPlate(s) to judges fitting one of several customer profiles in the individual sales activity.

One of the most successful marketing campaigns for the CalAgPlate program has been to give away plates. California FFA buys plates and then gives them to individuals or groups to put on their vehicles hoping that future registrations will pay for the initial cost to the FFA.

In addition to directly selling plates, students should be prepared to "sell" the concept of convincing groups or individuals to give away plates to increase the number of plates on the road that benefit CA FFA.

Resources to develop familiarity with CalAgPlates

Cdfa CalAgPlate Grant Program

DMV Special Interest and Personalized Plates

CA FFA CalAgPlates

Vehicle Industry Registration Procedures Manual

California's most popular license plates

Special License Plate Fees

For additional questions e-mail mpatton@calaged.org