

Answer “YES” or “NO” to the following questions:

- Do you have a simple, research-based solution to offer? **Y / N**
- Is the topic relevant to adults with young kids living in an urban or suburban area? Does it clearly address their needs or interests? **Y / N**
- Does the solution offer a clear, relevant consumer benefit? **Y / N**
- Can the audience easily apply / utilize the solution in their everyday lives? **Y / N**
- Are people talking or thinking about the topic (is it timely and/or pertinent)? **Y / N**
- Is the topic easily categorized into "Kitchen," "Farm" or "Garden"? **Y / N**

If you answered "No" or "I don't know" to any question, please spend time refining the topic prior to submitting.

If you answered “Yes” to all of the above, please answer these final questions:

- Explain what your topic teaches or demonstrates -- clearly describe how the “solution” addresses a consumer challenge.
- Explain how this relates to an urban/suburban audience.
- List your contacts with email/phone number and describe how you see them participating.