

# **NEBRASKA BEEF AMBASSADOR PROGRAM**

## **2017 CONTEST RULES & REGULATIONS**



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**MISSION STATEMENT:** The Nebraska Beef Ambassador Program provides an opportunity for youth to become spokespersons and future leaders for the beef industry.

**OVERALL GOAL:** The Nebraska Beef Ambassadors will provide information about beef's nutrition, safety and convenience to consumers and educate students about the value and importance of the beef industry in Nebraska.

**AWARDS:** Cash awards are presented to the top three places.

Division	First	Second	Third
Senior	\$125	\$100	\$75
Collegiate	\$200	\$150	\$125

The winner of the Collegiate division will be eligible to participate in the National Beef Ambassador Contest (upon meeting national requirements). Upon completion of National requirements, the contestant's registration, motel, meals, and mileage expenses will be paid. Scholarship will be awarded at the end of the Collegiate Beef Ambassadors term, and will be determined by the NCW committee board of directors.

## STATEMENT OF REQUIREMENTS

The *Nebraska Beef Ambassadors* will be the official youth representatives of the Nebraska CattleWomen committee and the beef industry. The term of the 2017 Nebraska Beef Ambassadors will begin June 1, 2017 and end June 1, 2018. The Nebraska Beef Ambassadors will be provided with a schedule of identified speaking engagements at the beginning of their term, particularly assisting at the Nebraska State Fair. The Nebraska Beef Ambassadors are asked to be available for assigned events and speaking engagements, to conduct themselves in a professional, mature manner and to represent the Nebraska CattleWomen & Cattlemen, the beef checkoff and the beef industry in a positive light. An Ambassador can be removed at any time, as determined necessary by the project committee.

**THE DECISION OF THE JUDGES IS FINAL.**

## ELIGIBILITY AND PREREQUISITE FOR ENTRY IN NEBRASKA COMPETITION

1. The contestant must be within the following age groups as of January 1, 2017

Contest Division	Age by January 1, 2017
Senior	14-18
Collegiate	19-24

2. The contestant must be single, cannot be or become married or a parent during their reign as the Nebraska Beef Ambassador.
3. Contestants may enter the competition every year until they represent Nebraska in the Collegiate division at the National Beef Ambassador Contest.

4. Contestant entry forms must be received on time. (Postmarked midnight April 1 )
5. The contestant must be a Nebraska resident or attending a Nebraska college.

## **RULES**

1. All information presented by the contestant in each judging area must be factual based on data provided on the Beef-From Pasture to Plate website or through personal research. ([www.beeffrompasturetoplate.org](http://www.beeffrompasturetoplate.org).) Collegiate contestants are encouraged to also participate in the Masters of Beef Advocacy ([www.beef.org/mbaapplication.aspx](http://www.beef.org/mbaapplication.aspx))
2. Contestants are encouraged not to identify themselves by name either on their person or during any of their competitions. However, this will not disqualify them.
3. Contestants may not watch any judging of other contestants until they have finished their competition.
4. Business professional dress is required; skirt length must be to the knee.
5. Potential contestants in the Collegiate division must read the rules for the National Competition ([www.nationalbeefambassador.org](http://www.nationalbeefambassador.org)) prior to participating in the state contest so they are aware of what the National contest entails and may be willing to carry out the requirements for nationals if the Nebraska Cattlemen choose to send a contestant.

## **THREE AREAS OF EVALUATION IN THE COMPETITION FOR SENIOR AND COLLEGIATE CONTESTANTS**

### **THE CONSUMER PROMOTION = 100 points**

A mock consumer promotion event will be set up for the contestants. Each contestant will be provided with a “sample of beef” to serve as well as beef industry production and nutrition literature and recipes. Scripted “consumers” will approach the table to take the sample. They will ask questions to test the contestant’s knowledge, capacity to perform in the field and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumer and provide the consumers with the appropriate information to answer their questions. Contestants will be allowed to view the product and the available beef literature in the preparation room and will be instructed in how to use the props they are given for the demonstration.

#### **THE PROMOTION WILL BE EVALUATED ON THE FOLLOWING COMPONENTS:**

- Preparedness
- Consumer interaction – appropriate, cordial, knowledgeable
- Answered consumer questions accurately and clearly
- Presented appropriate supporting literature
- Delivery – voice, style, audience appeal, informative, persuasive, enthusiastic
- Spontaneity – ability to think quickly and articulate answers accurately
- Know the beef production story

## **MEDIA INTERVIEW = 100 points**

The contestants will participate in a mock media interview. The interviewer will have pre-determined questions to ask each contestant with the option to ask follow-up questions in order to extrapolate additional knowledge or clarify a point. A panel of judges will observe the interaction for: knowledge, articulation, poise and the contestant's ability to "tell the Beef Production Story" and present the industry in a positive light. Scoring will be done by the judges only. The contestants should be well-versed in all areas of beef production and the beef industry relating to consumers. Special attention should be paid to all current industry issues. This event will be judged in front of the contest audience.

## **ISSUES RESPONSE=100 points**

Each contestant will be provided with a recently published negative news article regarding the beef industry. Negative articles will be given to each contestant at the contest along with directions for your response. Contestants will be given 30 minutes to write a brief (250 words or less) response to the article. The article will be judged for accuracy, message and ability to send the correct message for the industry.

For questions or more information on the Nebraska Contest please contact:  
Nebraska Cattlewomen at 308-760-6464 or [ncw@necattlemen.org](mailto:ncw@necattlemen.org).



## 2017 Nebraska Beef Ambassador

### Contest Registration Form

***Must be postmarked by: April 1, 2017 or email info to: [ncw@necattlemen.org](mailto:ncw@necattlemen.org)***

Mail to: Nebraska Cattlewomen  
1179 296<sup>th</sup> Trail,  
Lakeside, NE 69351

Name: \_\_\_\_\_

Age (as of January 1, 2017) \_\_\_\_\_ Birthdate: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Parent's Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Grade: \_\_\_\_\_

Name of Local Newspaper: \_\_\_\_\_

E-mail Address of Newspaper: \_\_\_\_\_

For more information, contact Nebraska Cattlewomen, [ncw@necattlemen.org](mailto:ncw@necattlemen.org)

[308-760-6464](tel:308-760-6464)