

The Nebraska Beef Ambassador Contest provides an opportunity for youth to become spokespersons and future leaders in the beef industry.

If public speaking or industry advocacy is your thing, you should compete.

**ARE YOU
PASSIONATE
ABOUT THE BEEF
INDUSTRY?**

NEBRASKA BEEF AMBASSADOR CONTEST



April 8, 2017

8:00 a.m. CDT

East Campus

Lincoln, NE

Register by email

ncw@necattlemen.org
to receive complete rules

Or call

308-760-6464

Age Divisions:

(by January 1, 2017)

Senior 14-18 years old

Collegiate 19-24 years old

Prizes and Awards:

Cash prizes will be awarded as follows:

Senior Division

1st-\$125, 2nd-\$100 & 3rd-\$75

Collegiate Division

1st-\$200, 2nd-150 & 3rd-\$125

Custom Belt Buckles will be award to division winners.

Upon completion of the requirements, the Collegiate winner will receive a scholarship from the Nebraska Cattlemen's Foundation in the amount of \$1200.00.

The Competition

Both division contestants will compete in three different areas.

1. Consumer Promotion – A mock consumer promotion event will be set up for contestants. Mock consumers will approach the contestant and ask questions testing the contestant's knowledge, capacity to perform in the field and ability to present the different cuts of beef in a positive light.

2. Media Interview - Contestants will participate in a mock media interview. The interview will have pre-determined questions to ask each contestant with the option to ask follow-up questions to extrapolate additional knowledge or clarify a point. Contestants will be judged on their knowledge, articulation, poise, and ability to tell the "beef production story" in a positive light.

3. Issue Response – Each contestant will be provided with a recently published negative news article regarding the beef industry. 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.



2016 Winners at State Fair with sponsors and Cattlewomen



Elizabeth Loseke on National Beef Ambassador Team