

NEBRASKA BEEF AMBASSADOR CONTEST

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.

Senior Winners:

The winner will be strongly encouraged to participate in the following events:

- A Farm to School ag event
- Birthing Pavilion at the Nebraska State Fair
- A consumer promotion project.
- Self organized promotion project
- Media outreach
- NCW Committee meeting / NC Board meeting

Prizes and Awards:

Cash prizes will be awarded as follows:

Senior Division
1st-\$150, 2nd-\$100 & 3rd-\$75

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

Custom belt buckles will be award to division winners at Nebraska Cattlemen Annual Convention Banquet in December.

Age Divisions: (on January 1, 2020)

- Senior 14-18 years old
- Collegiate 19-24 years old

Collegiate Winner Requirements:

The winner will be required to participate in the following events:

- A Farm to School ag event
- Birthing Pavilion at the Nebraska State Fair
- A consumer promotion project.
- Self organized promotion project
- Media outreach
- NCW Committee meeting / NC Board meeting

The winner will be encouraged to compete in the ANCW Collegiate Beef Advocacy Program. Above requirements will help candidate complete the ANCW application. (Funding available to attend NCBA Annual Convention if Nebraska winner is selected to be a National Beef Advocate)

Upon completion of the requirements, the Collegiate winner will receive a scholarship from the Nebraska Cattlemen's Foundation in the amount of \$1,200.00. The scholarship will be awarded at the Nebraska Cattlemen Mid-year Foundation Luncheon.

ARE YOU PASSIONATE ABOUT THE BEEF INDUSTRY?

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.

A project by the NCW - Consumer Education and Promotion Committee



Tuesday, June 10, 2020
1:00 pm
Clay County Fairgrounds
Clay Center

For more information or to register for the contest:

ncw@necattlemen.org
402-450-0223

Registration deadline:
Friday, June 5, 2020

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