

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



Wednesday, 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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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.



*A project by the NCW - Consumer
Education and Promotion Committee*



NEBRASKA
CATTLEMEN

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2020 CONTEST RULES

ELIGIBILITY AND PREREQUISITE FOR ENTRY IN NEBRASKA COMPETITION

- The contestant must be within the following age groups as of January 1, 2020
 - Senior 14 – 18 years old
 - Collegiate 19 – 23 years old
- The contestant must be single, cannot be or become married or a parent during their reign as the Nebraska Beef Ambassador.
- Contestants may enter the competition every year until they represent Nebraska in the Collegiate division at the ANCW Collegiate Beef Advocacy Program.
- Contestant entry forms must be received on time.
- The contestant must be a Nebraska resident or attending a Nebraska college.

RULES

- 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.beefitswhatsfordinner.com. Collegiate contestants are encouraged to also participate in the Masters of Beef Advocacy www.beef.org/mbaapplication.aspx
- Contestants are encouraged to not identify themselves by the use of a name badge or statement to the judges during any of their competitions. However, this will not disqualify them.
- Contestants may not watch any judging of other contestants until they have finished their competition.
- Business professional dress is required; skirt length must be to the knee.

THREE AREAS OF EVALUATION IN THE COMPETITION FOR SENIOR AND COLLEGIATE CONTESTANTS. THE DECISION OF THE JUDGES IS FINAL.

THE CONSUMER PROMOTION

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.

MEDIA INTERVIEW

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

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.

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

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

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

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 2020 Nebraska Beef Ambassadors will begin June 10, 2020 and end June 1, 2021.

Nebraska Beef Ambassadors are asked to be available for events and speaking engagements, working with the committee during the year (working with committee members as schedule allows). Nebraska Beef Ambassadors should conduct themselves in a professional, mature manner and represent the Nebraska CattleWomen, Cattlemen, and the beef industry in a positive light. An Ambassador can be removed at any time, as determined necessary by the project committee.

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
- Attend NCW Committee meeting / NC Board meeting

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. Scholarship will be awarded at the end of the Collegiate Beef Ambassadors term; Nebraska Cattlemen Midyear meeting June 2021.

The winner of the Collegiate division will be encouraged to compete in the ANCW Collegiate Beef Advocacy Program. Funding available to attend NCBA Annual Convention if Nebraska winner is selected to be a National Beef Advocate.

Senior Winner:

The winner will be 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
- Attend NCW Committee meeting / NC Board meeting



**2020 Nebraska Beef Ambassador
Contest Registration Form**

Registration due June 5, 2020

Email entry form to: ncw@necattlemen.org

Name: _____

Age (as of January 1, 2020) _____ 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: _____