

# 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*



UPDATED MAY 2020 FROM  
COVID19 CHALLENGES

**Monday, June 15, 2020**

1:00 pm CDT

Via Zoom & Email Assignment

For more information or to  
register for the contest:

ncw@necattlemen.org  
402-450-0223

**Registration deadline:  
Friday, June 10, 2020**

Sponsored  
by:



**Farm Credit Services  
of America**

## **The Competition - updated for 2020 contest**

Both division of contestants will compete in two different areas.

### **1. Media Interview - Held Monday, June 15 via Zoom**

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 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.

### **2. Issue Response - Via Email**

**Topic emailed Monday, June 15, following Media Interview.**

**Email response deadline Wednesday, June 17, 9:00 AM Central.**

Each contestant will be provided with a current beef industry topic. Contestants will be given time to write article and submit via email by the deadline. The article will be judged for accuracy, message, and ability to send the correct message for the industry.

Senior division to write 200-250 words. Collegiate division to write between 500-550 words.

# 2020 CONTEST RULES

## Updated for COVID19 Challenges

### 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](http://www.beefitswhatsfordinner.com). Collegiate contestants are encouraged to also participate in the Masters of Beef Advocacy [www.beef.org/mbaapplication.aspx](http://www.beef.org/mbaapplication.aspx)
- Contestants are encouraged to not identify themselves to the judges during any of their competitions. However, this will not disqualify them.
- Contestants may not watch any judging of other contestants.
- Business professional dress is required
- THE DECISION OF THE JUDGES IS FINAL.

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

<b>Division</b>	<b>First</b>	<b>Second</b>	<b>Third</b>
Senior	\$175	\$150	\$125
Collegiate	\$250	\$200	\$175

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 2020 and end June 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 10, 2020

***Email entry form to: [ncw@necattlemen.org](mailto:ncw@necattlemen.org)***

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

Age (as of January 1, 2020) \_\_\_\_\_ Birthdate: \_\_\_\_\_

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

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

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

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

Text Message Phone Number for Contest Date: \_\_\_\_\_

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

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

Name of Local Newspaper:

\_\_\_\_\_ E-mail Address of

Newspaper: \_\_\_\_\_