



National Beef Ambassador Program Scorecard Consumer Demonstration



Funded in part by
the Beef Checkoff.

Contestant Number: _____

Area Judged	Maximum Points	Points Given	Comments
Preparedness	10		
Consumer interaction: appropriateness, cordial, knowledgeable	25		
Answered consumer questions accurately and clearly	20		
Presented appropriate supporting literature	10		
Delivery: voice, style, audience appeal, informative, persuasive, enthusiastic	10		
Spontaneity: Ability to think quickly and articulate answers accurately	15		
Told the beef production story	10		
Total Points	100		

Judge's Signature: _____