



National Beef Ambassador Program Contest Preparation Topics to Consider



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Be prepared to answer the following types of questions:

Beef Nutrition	Cattle Care	Environment	Preparation, Convenience & Safety
Can beef play a part in a healthy diet? Why?	How do you know farmers and ranchers take good care of their cattle?	What makes a farmer or rancher an everyday environmentalist?	Where can consumers go to find 30-minute meal ideas that include beef?
Define lean beef.	What is the purpose of using antibiotics? How do you know they're safe (for the animal and ultimately humans)?	Name at least two examples of how farmers and ranchers are managing pastures effectively.	What temperature should ground beef reach before serving?
Name today's most popular lean cuts.	Why do cattle go to feedyards? How do you know this is a great way to finish beef?	Name at least two examples of how beef producers are managing water effectively.	Why is it ok to eat a steak at a lower internal temperature than ground beef?
What is the BOLD diet and why should consumers care about its findings?	What is the purpose of using growth hormones in beef cattle? How do you know they're safe (for the animal and ultimately humans)?	What makes the "Meatless Monday's" movement positive or negative for the environment?	Is beef less safe today than in the past with all the E.Coli recalls?
Why is today's beef leaner than ever before?	What is a beta agonist? How do you know they're safe (for the animal and ultimately humans)?	Are cows to blame for climate change?	Over the past 20 years, have beef quality grades and eating satisfaction declined?
What makes beef such a great protein to serve with fruits and veggies?	What do cattle eat?	What is a ruminant and how do they impact the environment in a positive way?	Explain the different beef grades (Prime, Choice, Select)
What's the nutritional difference between grass finished and grain finished beef?	Do cattle eat GMO feedstuffs? If so, how do you know they're safe (for the animal and ultimately humans)?	What do feedyard operators do to control dust?	How can consumers economize with beef?
Does beef cause Cancer?	Do feedyards force feed corn to cattle?	Tell us about beef's shrinking environmental footprint...what does this really mean?	Why would you use a rub or a marinade on beef?
Is a Ribeye a lean cut? If not, should it be eaten?	What are some examples of unique cattle feed?	What does sustainability mean to you?	What internal temperature is Medium Rare?
Is organic beef better for you than traditionally raised beef?	Does branding hurt cattle? Why is this method of animal identification used?	Name three ways cattle are good for the environment.	Is Lean Finely Textured Beef really 100% beef?
Are the nutritional values of beef different depending on the breed?	What is de-horning and why is this done? Does it hurt the animal?	Cattle ranches support more than just cattle...tell me more.	What can consumers do to ensure the beef they eat is safe?

Note: These questions are just a few examples of current issues that are commonly discussed between consumers and the beef community. It's not intended to be a complete list of all potential contest questions and/or topics.

*Be sure to visit the **Contestant Preparation Tips** page at www.nationalbeefambassador.org for suggestions on how to best prepare for the contest. Please contact Sarah J. Bohnenkamp with your questions: 303-850-3440 or sbhonenkamp@ancw.org.*