

HOW DO I PARTICIPATE?

Competition rules and registration forms will be located on the Tennessee Beef Council website (www.beefup.org) under "The Beef Story" tab

Entries must be submitted or postmarked by May 10th, 2013

Call or Email Questions to:

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Tennessee Beef Industry Council

615-896-5811

jsullivan@beefup.org

Charles Hord

Tennessee Cattlemen's Association

615-896-2333

Charles@tncattle.org



All Entries need to be submitted to:

Tennessee Beef Industry Council

Attn: TN Beef Ambassador Contest

530 A Brandies Circle

Murfreesboro, TN 37128

Fax: 1-615-896-5814

Phone: 1-615-896-5811

Website: www.beefup.org

TENNESSEE BEEF AMBASSADOR CONTEST



Contest Sponsored by:
Tennessee Beef Industry Council
Tennessee Cattlemen's Association





The State Beef Ambassador is a contest to identify and train young people to become spokespersons for the beef industry. This opportunity will allow students to help educate consumers and other youth about beef nutrition, food safety, and stewardship practices of the beef industry.

The winner of the State Beef Ambassador will be eligible to participate in the National Beef Ambassador Contest. Each year a team of five National Beef Ambassadors is selected during the national contest to travel the United States sharing the story of beef from pasture to plate with consumers and students.

The 2014 National Beef Ambassador Contest will be held September 27-28, 2013 in Bentonville, Arkansas.



Areas of Competition

Issues Response Essay

(Must be postmarked May 10th, 2013) – This portion of the competition will be judged prior to the contest. The participants with Top 10 Essays will be eligible to compete in the rest of the competition. Once the Top 10 essays have been selected a letter will be sent to the participants that will be eligible to compete in the remaining areas of competition.

Contestants will be provided with a recently published news article regarding the beef industry. The contestant is to compose a brief (150 words or less) response to the article. The responses will be judged by staff currently working in the online environment. The judges will score the contestants on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

Media Interview

The contestant will participate in a mock media interview. The interviewer will have pre-determined with the option to ask follow-up questions. 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 beef industry positively.

Consumer Promotion

A mock consumer promotion event will be set up for the contestants. Each contestant will be provided a beef "sample" to serve as well as industry production, nutrition literature and recipe brochures. "Consumers" will approach the table and ask questions to determine the contestant's knowledge, ability to perform in the field and positive representation of the beef industry. A panel of judges will also observe each contestant on ability to educate the consumer and provide consumers with appropriate information. (A packet of the materials and a copy of the packaging for the sample will be provided to you after your entry is received.)

Prizes

Junior Division

1st Place - \$75

2nd Place - \$50

3rd Place - \$25

Senior Division

1st Place - \$750 toward trip to National Contest plus an additional \$100

(In the case that the 1st place winner cannot attend National Contest the 2nd place contestant will be the alternate and will receive the money toward the trip to National Contest)

2nd Place - \$75

3rd Place - \$50

The 1st place Senior Division has an opportunity to participate in the National Beef Ambassador Contest. For more information go to www.nationalbeefambassador.org

Age Divisions:

Junior – Ages 13-16 (as of September 1, 2013)

Senior – Ages 17-20 (as of September 1, 2013)

The winner of the state Senior Division will compete at the National Beef Ambassador Contest to vie for one of the five spots on the national team. Contestants may enter the national contest only one time. The five individuals with the highest combined scores are selected to join the team. The individuals selected are required to attend a set number of appearances each year and complete weekly social media activities such as blogging and posting to Twitter and Facebook.

The Senior winner will be the only participant that wins money toward the national contest, however, there is a National Junior Beef Ambassador Contest, there is no pre-requisite or qualification process for Junior contestants to compete and they can compete as many times as they'd like until reaching the age of the Senior division.

