



## FOR IMMEDIATE RELEASE

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### LOCAL YOUTH ATTENDS NATIONAL BEEF AMBASSADOR COMPETITION

*(Your state contestant's name here) of (city, state) attended the 2007 National Beef Ambassador Competition held in Minneapolis, MN on October 5-7. (contestant) placed (place) with (his/her) presentation entitled (presentation title) and won (list cash and prizes). (Include a brief bio of contestant).*

Twenty contestants from throughout the country vied for the national title and for \$5,000 in cash prizes sponsored exclusively by Tyson Foods and distributed among the top five places. Additionally three educational scholarships totaling \$2,250 from the American National CattleWomen Foundation, Inc. were given.

The National Beef Ambassador Program was conceived in 1988 by the American National CattleWomen, Inc. In 1990, the Cooperative Extension, National 4-H Program accredited the competition as a national event. In 1995, ANCW received beef checkoff funding from the Cattlemen's Beef Board to expand the program, which today involves youth ages 17-20.

While preparing for this national speaking competition, youth learn about the importance of the beef industry and beef as an agricultural product. The program highlights the positive impact the cattle industry has on our economy and families. Trained youth ambassadors address industry issues and misconceptions, while they help educate peers, consumers and producers about food safety, nutrition and the beef checkoff program.

Contestants participating in the National Beef Ambassador Competition presented a speech about the promotional aspects of beef, completed interviews with media and beef-industry representatives and attended a checkoff funded educational workshop titled "Telling the Beef Production Story". The workshop was presented by the National Cattlemen's Beef Association on behalf of the Cattlemen's Beef Board and state beef councils.

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The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval. The checkoff assessment became mandatory when the program was approved by 79 percent of producers in a 1988 national referendum vote. Checkoff revenues may be used for promotion, education and research programs to improve the marketing climate for beef.

Tyson Foods, Inc. (NYSE: TSN), founded in 1935 with headquarters in Springdale, Arkansas, is the world's largest processor and marketer of chicken, beef, and pork, the second-largest food company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein-based and prepared food products, which are marketed under the "Powered by Tyson(TM)" strategy.

The American National CattleWomen, Inc. is a trade association of American women in the beef cattle industry, with the primary focus of promotion and consumer education regarding beef as a safe and nutritious food, and the production of beef cattle as an industry.