

# 2014-2015

## NATIONAL BEEF AMBASSADOR PROGRAM

### RULES & REGULATIONS



Funded in part by  
the Beef Checkoff.



*The American National CattleWomen, Inc.  
is a contractor to the  
Beef Checkoff Program*

# NATIONAL BEEF AMBASSADOR COMPETITION RULES AND REGULATIONS

***Open to all youth ages 12 - 20.***

**MISSION STATEMENT:** The *National Beef Ambassador Program* strives to provide an opportunity for youth to educate consumers of all ages about beef nutrition, food safety and stewardship practices of the beef industry.

**OVERALL GOAL:** Utilize *National Beef Ambassadors* to engage consumers and youth in the beef production story through promotion, education, media and the online environment.

**PROGRAM MANAGER:** *American National CattleWomen, Inc. (ANCW)*. ANCW is a contractor to the Beef Checkoff.

**AWARDS:** Each of the top five Senior division winners will be awarded \$1,000 upon fulfillment of requirements. Each Senior division winner will also receive an iPad and custom iPad cover. Each of the top three Junior division winners will also be awarded cash prizes (amounts TBD).

**SCHOLARSHIPS:** The *American National CattleWomen Foundation, Inc.* generously awards a \$1,000 scholarship to each competition winner, upon fulfillment of requirements.

## STATEMENT OF REQUIREMENTS

The title *National Beef Ambassador Team* will refer to the top five Senior division placers at the National Beef Ambassador competition as determined by the judge's scores.

The *National Beef Ambassador Team* will be the official youth representatives of the *American National CattleWomen, Inc.* [ANCW] and the beef industry. The term of the *Team* will begin immediately following the completion of the National Beef Ambassador Contest and will last for one year. The *National Beef Ambassador Team* is required to travel under the auspices of ANCW throughout the year. Appearances will be required at the Cattle Industry Annual Convention, the following year's National Beef Ambassador Contest, and a minimum of 70% of all scheduled NBAP engagements throughout the year. A minimum of one hour per week is also required to complete social media assignments such as weekly blog posts.

The *National Beef Ambassador Team* is expected to be available for assigned events and speaking engagements, to conduct themselves in a professional, mature manner and to represent ANCW and the beef industry in a positive light. A team member can be removed from the team at any time as determined necessary by the *ANCW Executive Committee* and the Program Manager.

## ELIGIBILITY AND REQUIREMENTS FOR ENTRY IN THE NATIONAL COMPETITION

1. Each state is eligible to enter one Senior division contestant and an unlimited number of Junior division contestants.
2. Senior division contestants must be at least 17 years of age by September 1<sup>st</sup> of the contest year, but not over the age of 20 by September 1<sup>st</sup> of the contest year. Junior division contestants must be at least 12 years of age by September 1<sup>st</sup> of the contest year, but not over the age of 16 by September 1<sup>st</sup> of the contest year.
3. Contestants must be unmarried and cannot become married or a parent during their national term.
4. Senior division contestants may only enter the national competition one time. Junior division contestants are able to compete as many times as they are eligible, unless they win 1<sup>st</sup> place in the Junior division. 1<sup>st</sup> place Junior winners become ineligible to compete in the Junior division in the future. 2<sup>nd</sup> and 3<sup>rd</sup> place Junior winners can continue to compete, as many times as they are eligible.
5. All contestant entry forms must be received by the due date stipulated in the registration package. Late entry forms will not be accepted.
6. The following **pre-contest requirements** must be completed by the due-date stipulated in the registration package for all Senior division contestants:

One (1): *Media Interview* – local, state or national, print, radio or television media.

Three (3): *Youth Presentations* – made for youth under the age of 18. If it's not possible to make the presentation in a classroom, after school programs or youth organizations such as 4-H, YMCA or scouts groups may be used.

Two (2): *Consumer Beef Promotions* –consumer events such as in-store, retail demonstrations and/or health fairs, expos, etc. may be used to fulfill this requirement.

*Junior division contestants are not required to complete these requirements, but are encouraged to actively share the Beef story with youth and consumers in their communities.*

7. Official **NBAP Activity reports** must be submitted for the media interview, youth presentation and consumer promotion requirements. Reports can be submitted with the registration packet for the national competition or online. Reports submitted after the deadline will not be accepted.
8. All Junior and Senior contestants must be accompanied to the national competition by an adult chaperone (parent, organization representative or CattleWoman).

9. All Senior contestants must be certified in the beef checkoff's Masters of Beef Advocacy (MBA) program prior by September 1<sup>st</sup> of the contest year.

Additionally, qualified youth from states **without** a formal beef ambassador program may be eligible to compete in the National Beef Ambassador program, should the following criteria be met:

1. One student from each state will be allowed to compete in the Senior age division and an unlimited number of Junior contestants may compete. Senior contest registrations will be handled on a first come, first served basis and should more than one registration be received on the same day, a random drawing will be conducted by designated ANCW staff to determine who will compete from that state.
2. Contestants must provide at least one letter of endorsement as a part of their registration packet. Endorsements may come from a local beef producer, beef industry organization, or related agriculture business. The letter should articulate why the individual or organization supports the potential contestant, and must be on official letterhead.
3. All registration, travel and associated contest fees and expenses must be covered by the contestant. Sponsorships to help cover the costs are encouraged, but not required.
4. The Senior contestant pre-requisites to complete a designated number of youth presentations, media interviews and consumer promotions will be the contestant's responsibility to coordinate and complete prior to the registration deadline. Contestants are strongly encouraged to work with local community leaders and beef producers to schedule the events. Please contact the National Beef Ambassador Program manager for suggestions on how to plan for these events or to explore creative alternatives, if needed.
5. When completing the registration packets, a parent must sign in all spaces designated for the State Chair.
6. A contestant may be a resident of the state that doesn't host a formal program or attend school in a state that doesn't host a formal program.
7. All other NBAP rules and regulations apply.

## SENIOR COMPETITION: FOUR AREAS OF EVALUATION

All Senior ambassador contestants will compete in the following judged events. Individuals with the top scores in each event will be recognized:

1. **Media Interview** - The contestant will participate in a 10-minute mock media interview. The interviewer will have pre-determined questions to ask each contestant with the option to ask follow-up questions in order 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. **Consumer Promotion** - A mock consumer promotion event will be set up for the contestants. Each contestant will be provided with a “sample” to serve as well as beef literature and recipes (*samples of literature that will be available will be provided prior to the competition*). Scripted “Consumers” will approach the table to take the sample. They will ask questions to test the contestant’s knowledge, capacity to perform in the field, and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumer and provide the consumers with the appropriate information to answer their questions. Each contestant will have 10-minutes to interact with the three “Consumers” who will ask two questions each. Contestants are able to ask the consumers questions to engage a deeper dialogue about beef, and are encouraged to do so.
3. **Education & Outreach**-In this category, contestants will choose to complete **one** of three equally-weighted activities/events designed to advocate for beef with youth and/or millennial audiences. Creativity and overall impact of the contestants’ efforts will be evaluated. Contestants may choose from the following activities/events:

**Option #1-Social Media Outreach via Facebook**-Contestants will highlight activities which promote beef using Facebook. Contestants will submit a completed “Beef Advocacy” form explaining how they used Facebook to engage in beef advocacy activities and during the contest, judges will review the form and conduct a five-minute interview to learn more about their Facebook beef advocacy efforts.

*Example: A 30-minute lean beef meal campaign is developed and implemented by the contestant over a six-week period. Blog posts about cooking with beef are shared, [www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com) recipes are linked and short YouTube videos featuring millennials learning to cook with beef are featured. Posts concentrate on generating conversations with peers and Facebook insights reports are tracked to evaluate weekly reach.*

**Option #2-Campus Event**-Contestants will highlight a campus beef promotion event conducted on a high school or college/university campus. Contestants will submit the “Beef Advocacy” form explaining their beef advocacy events on campus and during the contest judges will review the form and conduct a five-minute interview to learn more about their campus beef advocacy event.

*Example: A campus event is planned and implemented to connect students with beef on Earth Day. Contestant designs short, engaging activities for students to discuss their concerns related to beef’s environmental footprint and to explore the myths and facts about the impact of grain-finished and grass-finished beef. Total number of students impacted and their overall level of engagement is measured and reported.*

**Option #3-Youth Classroom Presentation**– Contestants will highlight one beef education presentation made to a student group (18 or younger). Contestants will submit the “Beef Advocacy” form explaining their beef advocacy education approach and during the contest,

judges will review the form and conduct a five-minute interview to learn more about their presentation.

*Example: A lesson related to lean beef and nutrition is developed and conducted for a middle-school classroom. An interactive activity where students compare the nutrients, calories and taste of popular protein choices is conducted. Students also create their own unique spice rub from a simple variety of spices to take home and cook with their families.*

All of the activities/events represented in this category must be the unique work of the contestant. Lesson plans, strategies, etc. may not be developed by CattleWomen, State Beef Councils, any agriculture based group, etc.

The “Beef Advocacy” form must be completed prior to arriving at the national contest and will be collected upon check-in. All forms become the property of the National Beef Ambassador Program. (Form can be found on [www.nationalbeefambassador.org](http://www.nationalbeefambassador.org))

**4. Issues Response** - Contestants will be provided with a recently published news article regarding the beef industry. Using a computer provided by the NBAP, each contestant will compose a brief (250 words or less) response to the article in a “Letter to the Editor” type format. The judges will score the contestants on their ability to respond to an industry article. Contestants will not be allowed to use any printed materials/resources during this section of the competition and will have 30-minutes to craft their responses.

## JUNIOR COMPETITION: THREE AREAS OF EVALUATION

All JR ambassador contestants will compete in the following judged events. Individuals with the top scores in each event will be recognized:

1. **Media Interview** - The contestant will participate in a 10-minute mock media interview. The interviewer will have pre-determined questions to ask each contestant with the option to ask follow-up questions in order 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. **Consumer Promotion** - A mock consumer promotion event will be set up for the contestants. Each contestant will be provided with a “sample” to serve as well as beef literature and recipes (*samples of literature that will be available will be provided prior to the competition*). Scripted “Consumers” will approach the table to take the sample. They will ask questions to test the contestant’s knowledge, capacity to perform in the field, and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumer and provide the consumers with the appropriate information to answer their questions. Each contestant will have 10-minutes to interact with the three “Consumers” who will ask two questions each. Contestants are able to ask the consumers questions to engage a deeper dialogue about beef, and are encouraged to do so.

3. **Issues Response** - Contestants will be provided with a recently published news article regarding the beef industry. Using a computer provided by the NBAP, each contestant will compose a brief (250 words or less) response to the article in a "Letter to the Editor" type format. The judges will score the contestants on their ability to respond to an industry article. Contestants will not be allowed to use any printed materials/resources during this section of the competition and will have 30-minutes to craft their responses.

**THE DECISION OF THE JUDGES IS FINAL.**

## **RULES**

1. All information presented by the contestant in each judging area must be factual based on data provided on Beef Checkoff funded websites or through personal research. ([www.explorebeef.org](http://www.explorebeef.org), [www.factsaboutbeef.org](http://www.factsaboutbeef.org), [www.beefnutrition.org](http://www.beefnutrition.org), [www.beefitswhatsfordinner.org](http://www.beefitswhatsfordinner.org))
2. Contestants may introduce themselves by first name only in their presentations. Inadvertent identification of last name or state will not disqualify the contestant, but could result in a point deduction.
3. Contestants will be sequestered in the Ready Room on competition day for the entirety of the competition. They will not be allowed contact with family members, chaperones, or companions prior to completion of the competition. Additionally, cell phones and tablets may not be used during competition judged events.
4. Contestants must complete thank you cards in the Ready Room. Five points may be deducted for each card not turned in.

## **SPOKESPERSON'S WORKSHOP**

A comprehensive, media, spokesperson and industry workshop will be presented during the contest. All contestants must attend the entire workshop and may be asked to complete an essay conveying the knowledge gained from this professional training, to be turned in at the end of the workshop.

For questions or to obtain further information, contact Sarah J. Bohnenkamp, Project Manager, at [sbohenkamp@ancw.org](mailto:sbohenkamp@ancw.org) or 303-850-3440. *The National Beef Ambassador Program is funded in part by the Beef Checkoff.*