

How do I participate?

Competition rules and registration forms are located on the Oklahoma Cattle women's website at www.okcattlewomen.org.

Entries must be submitted in May, please email or call contacts below.

Contest is held in Stillwater June 7th, 2012.

Call or email questions to:

Ddee Haynes—580-772-4053

ddeehpj@gmail.com

Dallas Waters—405-235-4391

dwaters@okcattlemen.org

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2011 Competition



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Oklahoma Beef Ambassador Contest

Will you speak up for the beef industry?



Hosted by Oklahoma CattleWomen and funded
by the Beef Checkoff

www.okcattlewomen.org

Tel: 405-235-4391



The State Beef Ambassador is a contest to identify and train young people to become spokespersons for the beef industry.

An opportunity to work with the State CattleWomen to help educate consumers and other youth about beef nutrition, food safety, and stewardship practices of the beef industry.

Age Divisions:

Novice—Age 9 by January 1st and not yet reached their 13th birthday.

Junior—Age 13 by September 1st and not yet reached their 17th birthday by Sept. 1st of the contest year.

Senior—Must be 17 but not over 20 by 1st of September 1st of the contest year..

Areas of Competition:

Media Interview—The contestant will participate in a mock media interview. The interviewer will ask pre-determined questions 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 and nutrition literature and recipe pamphlets. "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:

Novice and Junior Divisions

1st Place—\$100

2nd Place— \$75

3rd Place—\$50

Senior Division

1st Place— \$850

2nd Place—\$200

3rd Place—\$100

Plus 1st Place Winner has an opportunity to participate in the National Beef Ambassador Contest. For more information go to www.nationalbeefambassador.org

Jackson Alexander -
Anadarko
Oklahoma Ambassador
and member of the
National Beef
Ambassador Team 2010

