

ARE YOU PASSIONATE ABOUT THE BEEF INDUSTRY?

The **Nebraska Beef Ambassador Contest & Beef Advocacy Training** provides an opportunity for youth to become spokespersons and future leaders in the beef industry.

If public speaking or industry advocacy is your thing, you should compete.



*A project by the NCW - Consumer
Education and Promotion Committee*



**Farm Credit Services
of America**

Wednesday, June 9, 2021
1:00 pm
Fremont City Auditorium
925 North Broad St, Fremont

For more information or to
register for the contest:

ncw@necattlemen.org
402-450-0223

Registration also available at
www.nebraskacattlemen.org

**Registration deadline:
Friday, June 4, 2021**

NEBRASKA BEEF AMBASSADOR CONTEST & BEEF ADVOCACY TRAINING

The Competition

Both division contestants will compete in two different areas.

Age Divisions: (on January 1, 2021) Senior 14-18 years old Collegiate 19-24 years old

Media Interview - Contestants will participate in a mock media interview. The interview will have pre-determined questions to ask each contestant with the option to ask follow-up questions to extrapolate additional knowledge or clarify a point. Contestants will be judged on their knowledge, articulation, poise, and ability to tell the "beef production story" in a positive light.

- Media interviews will be conducted on June 9.

Issue Response - Each contestant will be provided with a current beef industry topic. Contestants will be given time to write response and submit via email. Response will be judged for accuracy, message, and ability to send the correct message for the industry.

- Senior division to write 200-250 words. Collegiate division to write between 500-550 words.
- Issue Responses can be typed or handwritten and scanned.
- Contestants will write article and submit via email prior to the June 9 contest.
- Topic will be emailed out **Monday, June 7** (9 am central) and entries will be due **Tuesday, June 8** 12:00 noon central.

Beef Advocacy Training

Contestants will participate in a beef advocacy training workshop on June 9.

- Increase your beef industry knowledge
- Catch up on current events
- Develop your beef story
- Help you engage with consumers
- Develop a network to stay connected

Senior Winners: (1st, 2nd & 3rd)

The winners will be encouraged to participate in the following events:

- A Farm to School ag event
- Birthing Pavilion at the Nebraska State Fair
- A consumer promotion project.
- Self organized promotion project
- Media outreach
- NCW Committee meeting / NC Board meeting

Prizes and Awards:

Cash prizes will be awarded as follows:

Senior Division

1st-\$175, 2nd-\$150 & 3rd-\$125

A custom belt buckle will be awarded to senior division winner at Nebraska Cattlemen Annual Convention Banquet in December.

Collegiate Winners: (1st, 2nd & 3rd)

The winners will be encouraged to participate in the following events:

- A Farm to School ag event
- Birthing Pavilion at the Nebraska State Fair
- A consumer promotion project.
- Self organized promotion project
- Media outreach
- NCW Committee meeting / NC Board meeting

Prizes and Awards:

Cash prizes will be awarded as follows:

Collegiate Division

1st-\$200, 2nd-150 & 3rd-\$125

A custom belt buckle will be awarded to collegiate division winner at Nebraska Cattlemen Annual Convention Banquet in December.

The Collegiate Division Winner is required to complete the above events. The collegiate winner will receive a scholarship from the Nebraska Cattlemen's Foundation in the amount of \$1,200.00. The scholarship will be awarded at the Nebraska Cattlemen Mid-year Foundation Luncheon.

2021 CONTEST RULES

ELIGIBILITY AND PREREQUISITE FOR ENTRY IN NEBRASKA COMPETITION

- The contestant must be within the following age groups as of January 1, 2021
 - Senior 14 - 18 years old
 - Collegiate 19 - 23 years old
- The contestant must be single, cannot be or become married or a parent during their reign as the Nebraska Beef Ambassador.
- Contestants may enter the competition every year until winning 1st in each age division.
- Contestant entry forms must be received on time.
- The contestant must be a Nebraska resident or attending a Nebraska college.

RULES

- All information presented by the contestant in each judging area must be factual based on data provided on the Beef-From Pasture to Plate website or through personal research. One resource: www.beefitswhatsfordinner.com. Collegiate contestants are encouraged to also participate in the Masters of Beef Advocacy www.beef.org/mbaapplication.aspx
- Contestants are encouraged to not identify themselves by the use of a name badge or statement to the judges during any of their competitions. However, this will not disqualify them.
- Contestants may not watch any judging of other contestants until they have finished their competition.
- Business professional dress is required; skirt length must be to the knee.

STATEMENT OF REQUIREMENTS

The *Nebraska Beef Ambassadors* will be the official youth representatives of the Nebraska CattleWomen committee and the beef industry. The term of the 2021 Nebraska Beef Ambassadors will begin June 9, 2021 and end June 1, 2022.

Nebraska Beef Ambassadors are asked to be available for events and speaking engagements, working with the committee during the year (working with committee members as schedule allows). Nebraska Beef Ambassadors should conduct themselves in a professional, mature manner and represent the Nebraska CattleWomen, Cattlemen, and the beef industry in a positive light. An Ambassador can be removed at any time as determined necessary by the project committee.

**2021 Nebraska Beef Ambassador
Contest Registration Form**

Registration due June 4, 2021

Email entry form to: ncw@necattlemen.org

Name: _____

Age (as of January 1, 2021) _____

Address: _____

City/State/Zip: _____

E-mail Address: _____

Phone Number: _____

Parent's Name(s): _____

School: _____ Grade: _____

Name of Local Newspaper: _____

E-mail Address of Newspaper: _____