

# California State Beef Ambassador Contest

**Date:** TBD

**Location:** TBD

**Entry Deadline:** Entry Forms Due by, March 1<sup>st</sup>.

**Hotel Information:** TBD

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## Tentative Schedule (dependent on number of contestants):

### Friday,

- 6:45 PM Contestants arrive
- 7:00 PM What is the Beef Ambassador Contest to you?
- 7:15 PM What could you teach us?
- 7:30 PM Ice Cream Social

### Saturday

- 8:00 AM Contestants check-in
- 8:30 AM Welcome by Salene Duarte, Beef Ambassador Chair
- 8:45 AM **Contest Begins**
- 12:30 PM Lunch
- 1:30PM **Continue Contest**
- 3:00 PM Award Ceremony

## To do before the contest:

- By **March 1** be sure to turn in the following:
  - **Entry form** and **\$25** contestant registration
  - Certificate of completion for **MBA program**
  - Post your **social media posts** to cabeefamassadors on Instagram
- Make **hotel reservations**
- Complete the 6-course online **Masters of Beef Advocacy (MBA)** program. To apply for the program, visit <http://www.beef.org/mastersofbeefadvocacy.aspx> and fill out the application. After completion a copy of your certificate **must be** sent to Beef Ambassador Chair **by March 1st**.
- Copies/links to your social media posts **must be** created in Instagram on the cabeefabassador account **by March 1st**.
- Review the beef brochures that are provided to contestants. They will be on the sample table during the mock consumer event, and contestants will be judged on their ability to select and provide the correct brochure to correspond with consumer's questions.
- Study the websites [www.explorebeef.org](http://www.explorebeef.org), and other beef websites and publications.
- Have family and friends quiz contestants on beef production, nutrition, and current hot topics.
- Contestants are asked to bring their social security number with them to the state contest. They will need it to fill out paperwork to receive their incentive prize.

## **Contestants' Recommended Dress:** Business Casual

### **Contest Rules:**

The California Beef Ambassador Contest has changed: We will be selecting 1 Senior and 1 Junior winner from each "Region" Northern, Central, and Southern for a total of 3 Senior and 3 Junior Beef Ambassadors. The Contest details format remains the same as in previous years, ***with the addition of the social media section.***

Junior Division: age 12-16 (Must be 12, but not over 16 by Sept. 1<sup>st</sup> of current year)

Senior Division: age 17-20 (Must be 17, but not over 20 by Sept. 1<sup>st</sup> of current year)

### **Registration and Lunch:**

- There is a \$25 per contestant registration fee due at the time of registration to cover the cost of lunch and a polo shirt for each contestant. Checks should be made payable to CCW.
- Lunch will be \$5 per person for all guests, payable on site.

### **Contest Details:**

1. **Media Interview** - The contestant will participate in a 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. 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 industry production and nutrition literature and recipes. 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.
3. **Issues Response** - Contestants will be provided with a recent news article or questions regarding the beef industry. Each contestant will compose a brief (150 words or less) response to the article. Each contestant will be scored on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.
4. **Social Media Entry**- Contestants will be required to provide at least 5 posts by Mach 1st. These posts MUST be created in InstaGram on the account listed below.

**Login:** cabeeffambassadors

**Password:** BeefAmbassadors123

Each post should be of a different topic and contain content from areas such as: beef nutrition, animal welfare and safety, beef marketing, beef production, a hot topic in the beef industry or your life as it applies to the beef industry. At the event contestants will be asked to show their posts and explain why they chose the content and the importance of it. A laptop computer will be available to display posts.

**Incentive Prizes:**

Senior Division:      1<sup>st</sup> Place (x3) =\$300.00  
                                 2<sup>nd</sup> Place (x3) =\$200.00

Junior Division:      1<sup>st</sup> Place(x3) =\$150.00  
                                 2<sup>nd</sup> Place (x3) =\$100.00

All other Contestants = \$ 50.00