

2023 California State Beef Ambassador Contest

(PLEASE READ THE ENTRY RULES CAREFULLY THERE ARE SEVERAL ITEMS THAT HAVE CHANGED!! THERE ARE CHANGES TO THE FORMAT AND CONTEST AREAS)

Event Dates: Saturday, April 15th and Sunday, April 16, 2023

Location: Virtually And In Person Location of in Person determined by March 15th based on Entries

Entry Deadline: Entry Forms Due by Friday, March 10, 2023. **Late entries will not be accepted.**

Failure to turn in entries on time will make contestants ineligible to participate in the contest. It is critical to know if you will be attending in person or virtually. A lot has to be organized for the in person once we know our contestants plans.

Tentative Schedule (dependent on number of contestants):

Mid February – Beef Ambassador Chair will hold a question and answer session on the changes to this year’s event.

March 10th – Entry Deadline

April 12th – Social Media Posts and Beef Educational Outline turned in.

Friday, April 14th

6:45 PM Log in to a Zoom Meeting for a Meet and Greet and to review contest questions.
(IF NEEDED)

Saturday, April 15th (Junior Contest)

8:00 AM Contestants check-in

8:00 AM Written Response Assignment released

8:30 AM Interviews Start

Once Virtual Contestants are finished the in person contest will begin.

Sunday, April 16th (Senior Contest)

8:00 AM Contestants check-in

8:00 AM Written Response Assignment released

8:30 AM Interviews Start

Once Virtual Contestants are finished the in person contest will begin

Things to do before the contest:

- By **March 10, 2023** be sure to turn in the following:
 - **Entry form** and **\$25** contestant registration
 - Certificate of completion for **MBA program**
 - 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 cherylafosterlb@gmail.com **by April 1, 2023**.
- *** **Failure to turn in entries forms and MBA certificates on time will make contestants ineligible to participate in the contest. Please note after entries are there are other items constants must complete prior to the contest. See below**
- **Items due by April 12, 2023 – These items must be turned in on time so they can be judged prior to the contest. Items received late will have points docked.**
 - Your completed social media post on Facebook. *After your entry is received you will receive an invite for the social media posts.*
 - Beef Education outline posted to google classroom.
- Other Items
 - Please review the “Beef Its What’s for Dinner” web page for study materials. <https://www.beefitswhatsfordinner.com/resources/infographic-library>
There will be no paper handouts provided but all needed study materials are available at the above web page.
Study the websites 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 provide their social security number and to fill out paperwork to receive their incentive prize.

Contestants’ Recommended Dress: Business Casual. Wear items you would wear to an interview or a beef promotion event.

Contest Rules: (PLEASE READ CAREFULLY THERE ARE SEVERAL ITEMS THAT HAVE CHANGED!!)

The California Beef Ambassador Contest: We will be selecting the following winners based on their total over all scores in the contest.

- Senior Contestants will be judged together. 1st through 5th placing will be determine and given financial recognition.
- Junior Contestants will be judged together. 1st through 5th place will be determined and given financial recognition.
- High scoring individuals by region will be shared with the CCW units in those regions.

Each unit may have 5 contestants total. Contestants can be either juniors or seniors. If your unit wants to have more than 5 contestants please contact Salene Duarte for more information.

- Junior Division: age 12-16 (Must be 12, but not over 16 by Sept. 1, 2023)

- Senior Division: age 17-20 (Must be 17, but not over 20 by Sept. 1, 2023)

Contest Details:

All areas of the contest will be judged by a panel of judges. A copy of the judging sheets will be available for contestants prior to the event for them to review the areas in which they will be judged on. In general contestants will be judged on their interaction with judges, 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.

Here are the four areas of contest:

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. Special attention should be paid to all current industry issues.

Questions can be from any or all of the following topics:

- Antibiotics
- Beef Life Story
- Social Media in the Beef Industry
- Factory Farming
- Plant Based Alternatives

2. **Beef Education** – Contestant must create a slide show presentation comprised of 3 to 5 slides on a topic to educated consumers, youth, or the general public. Your presentation needs to include the following:

- Introduction - What is the goal of the lesson
- Time Block – Lay out of time needed for this lesson
- Activity – Describe the activity that teaches this lesson
- Closing – What will they have learned

These slides will be turned into the Google Classroom prior to the event, by April 4th. At the contest you will give a 3 to 5 mins presentation explaining your slides and the lesson you will be teaching. Keep in mind you are not teaching cattle people you are looking to teach consumers, youth, or the general public.

3. **Issues Response** - Contestants will be provided with a topic or questions regarding the beef industry. Each contestant will compose a brief (150 words or less) response. 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.

Questions can be from any or all of the following topics:

- Antibiotics
- Beef Life Story
- Social Media in the Beef Industry

- Factory Farming
- Plant Based Alternatives

4. Social Media Entry – After your entry has been received you will receive an invite to the CA Cattlewomen’s Facebook Group for the contest. Contestants will be required to create 3 posts by April 12th.

Posts should be created for the consumer not someone in the cattle industry. Each post must 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. Be sure to include hashtags.

At the event contestants will be shown two social media posts and asked to review and critique them based on the photos, message, hashtags and appropriateness of content for consumers.

Incentive Prizes:

Contestants participating in the CA Beef Ambassador contest will receive monetary incentives sponsored by the California Beef Council. In order to receive these monetary incentive contestants must participate in all 4 areas the CA Beef Ambassador contest (media interview, beef education, issue response, and social media entry).

The overall point winners and Junior and Senior 1st place winners must also agree to the following commitments to receive their incentive monies at the end of their term.

Commitments:

Agree to represent the CA Cattlewomen as a CA Beef Ambassador from April of contest year to March of the following year by doing the following:

- Create a spotlight video to introduce yourself.
- Work to help CA state Cattlewomen chairs to create beef education and social media content.
- Participate in a minimum of 3 “engagements” – either in-person or virtual events. (i.e. State Conference, Spring Meeting, Breakfast at the Capitol, Farm Show or events as requested by CA Cattlewomen units)
- Participate in at least 1 Beef Council opportunity:
 - Involvement in state beef advocacy training (note: only open to the top two qualifiers)
 - Media/spokesperson training with CA Beef Council (open to all high point winners and runners-up)
 - Write an article in Beef Council e-newsletter (would need to be approved by CA Beef Council)
 - Guest post on Beef Council social media (would need to be approved by CA Beef Council)

PROPOSED Incentive Amounts (:

Senior Point Winners: 1st Place = \$750.00
2nd Place = \$500.00
3rd Place = \$400.00
4th Place = \$300.00
5th Place = \$200.00

Junior Division: 1st Place = \$250.00
2nd Place = \$200.00
3rd Place = \$150.00
4th Place = \$100.00
5th Place = \$50.00

All other Contestants: \$ 25.00 gift cards

For more information or any questions, please contact:

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