

2025 BEEF AMBASSADOR COMPETITION

Part of the mission of the California CattleWomen (CCW) is to educate and support those young individuals that have an interest in agriculture, especially with an emphasis on the beef industry. Our Beef Ambassador competition provides links to resources with science and data information and training on various beef industry topics. Our hope is that the competitors utilize these links to broaden their knowledge of the beef industry. The competition also allows individuals to practice public speaking skills so that they are equipped to answer the public's questions regarding beef industry common practices, vaccinating protocols and treatment procedures, environmental stewardship, as well as various cuts and beef by-products as a result of the processing of California's cattle to name just a few.

Interested in becoming a selected CCW Beef Ambassador? See below for more information.

INSTRUCTIONS

Please complete the online application to the best of your ability and in your own words, ensuring that you upload a letter of recommendation from the CattleWomen affiliate from your county, at least one letter of recommendation from someone that can describe your commitment and knowledge of the beef industry and agriculture, and optional documentation for completion of the online Masters in Beef Program <https://mba.beeflearningcenter.org/> . Uploading documents is done while completing the Google form.

Choosing the Right Application - There are two (2) divisions of the competition. The Junior application is intended for those participants that are between the ages of 12 and 16 as of September 1, 2024. The Senior application is intended for those participants that are between the ages of 17 and 20 as of September 1, 2024. Select the application that reflects your age.

Application Content - The application responses should reflect your involvement and experience in agriculture/beef projects and organizations. The Junior Division will be required to answer two (2) essay questions. The Senior Division will be required to answer three (3) essay questions. The essay questions are intended to better understand your knowledge of the industry.

Interview Content – Once we have received your application, you will be sent a link to attend an interview (date and time to be determined in May 2025). The interview will consist of 1) Questions related to the beef industry, and 2) You will be asked to give a presentation on a beef subject of your choice, not more than 10 minutes in length. The presentation subject matter is intended to educate a general audience with a range of educational levels and expertise.

Resources –

Resources and educational material in addition to the Masters of Beef Program can be found at the following links:

<https://www.beefitswhatsfordinner.com/>

<https://www.beefitswhatsfordinner.com/resources/infographic-library>

<https://www.beefu.org/>

<https://cattlwomen.org/beef-education-classroom-resources/>

https://www.google.com/search?q=YouTube+videos+on+the+beef+industry&sca_esv=e92b406ea7e24365&rlz=1C1RXMK_enUS1091US1092&sxsrf=AHT

COMMITMENT

The successful winner(s) will hold the position from June 1, 2025 to May 31, 2026. As a State CCW Beef Ambassador you will be required to give at least one presentation/talk on a beef industry topic at a school, club, or public forum. You will be required to provide documentation of that speaking engagement through photos, and a completed report. You may be asked by your local CCW unit to assist in other speaking engagements. You may also be invited to participate in State CCW functions. State functions are optional.

AWARDS

The California Beef Ambassador winners will be selected based on the total points accumulated from the online application and supporting documents, interview questions, and interview presentation.

Senior Division

First Place - \$1000
Second Place - \$750
Third Place - \$500
Fourth Place - \$250
Fifth Place - \$125

Junior Division

First Place - \$500
Second Place - \$375
Third Place - \$250
Fourth Place - \$125
Fifth Place - \$50

Award monies will be distributed at the completion of your term as Beef Ambassador.

APPLICATION SUBMISSION DEADLINE – May 1, 2025 11:59 pm PST

For More Information or Questions Contact the Following –

Pat Abel, CCW 2nd Vice President
347 Hartnell Rd., Santa Maria, CA 93455
ccwpromo@cattlwomen.org or 805-295-0485