

BEEF AMBASSADOR LEADERSHIP PROGRAM

The California CattleWomen's (CCW) Beef Ambassador Leadership Program's mission is to encourage, educate, and support young men and women interested in advocating for the beef industry. CCW will provide resources and opportunities for those participating in the leadership program to hone their skills, expand their knowledge, and gain confidence as advocates for the beef industry.

The 2026 Beef Ambassador Leadership Program (BALP) starts in June and runs through May 2027. Participants ages 12 – 20 will be provided with online classes/seminars that will go over presentation skills, beef information and statistics to strengthen their knowledge of the cattle industry, as well as touch on relevant cattle topics in the news.

In Late Spring 2027, CCW will conduct a Beef Ambassador Contest so that leadership participants may display their skills. Contest Winners will receive cash and prizes for first thru third places in the Junior Division (age 12-15) and Senior Division (age 16-20). The contest is optional. Contest participants will be scored as follows:

<u>Skill</u>	<u>Approx. Percentage</u>
• Contest Application	33%
• Interview	33%
• Presentation	33%

Bonus Points may also be awarded as follows:

Master of Beef Advocacy Certificate – 2%

Beef Ambassador Leadership Program Participation* – 10%

* Bonus Points determined by level of participation

APPLY TODAY TO JOIN
THE CCW BEEF AMBASSADOR LEADERSHIP PROGRAM

Click Here to Apply

DEADLINE – June 1, 2026

NOTE: Contest Application to be posted separately in 2027. Open to California residents.