



2017 Arizona Beef Ambassador Contest Rules

2017 Contest: Saturday, March 18, 2017 – The University of Arizona, Tucson, AZ

Overview: Arizona Beef Ambassadors are passionate youth advocates for the Arizona beef industry. The winners are the official youth representatives of the Arizona State Cowbellers (ASC) and the beef industry. The senior winner will travel the state sharing the story of beef from pasture to plate with consumers and students.

Purpose: The purpose of the program is to provide Arizona consumers and students with positive nutritional, economic, and environmental stewardship information related to beef consumption and the beef industry. Participants learn how to effectively address issues and misconceptions, accurately share industry practices, and promote the versatile uses of beef.

Awards: In addition to receiving recognition for winning the Arizona Beef Ambassador Program, the senior winner receives a \$1500 cash scholarship, awarded at the end of their term and the opportunity to travel to statewide ASC and beef industry events. The Junior Beef Ambassador winner receives recognition and \$50 cash award.

Divisions: Senior division contestants must be at least 17 years of age by September 1st of the contest year, but not over the age of 20 by September 1st of the contest year. Junior division contestants must be at least 14 years of age by September 1st of the contest year, but not over the age of 16 by September 1st of the contest year.

Senior Eligibility: In addition to meeting the age requirements listed above, contestants must complete and submit the following by **March 11, 2017**:

1. Registration Form
2. One youth presentation: made for elementary age youth. If it's not possible to make the presentation in a classroom, after school programs or youth organizations such as 4-H, YMCA or scouts groups may be used.
 - a. A lesson plan must be turned in (form provided by ABAP)
 - b. A presentation report must be turned in (form provided by ABAP)
 - c. One presenter evaluation (from teachers or leaders of groups presented to) must be turned in (form provided by ABAP)
 - d. An overall written report detailing your presentation and the acceptance of them by the youth and pictures of you interacting and presenting to students as well as examples of items used in presentations (games, books, activities, video or slides, etc.).
3. Compete at the state contest in the media, consumer and issues response areas.

Junior Eligibility: In addition to meeting the age requirements listed above, contestants must complete the following by **March 11, 2017**:

- 1) Registration Form
- 2) Compete at the state contest in the media interview and consumer promotion.

Senior Beef Ambassador Contest:

1. Issues response- Contestants will be provided with a recently published news article regarding the beef industry. Using a computer provided, each contestant will compose a brief (150 words or less) response to the article. The responses will be judged by staff currently working in the online environment. The judges will score the contestants on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.
2. Consumer Demonstration- 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 his or her ability to educate the consumer and provide the consumers with the appropriate information to answer their questions. **Prior to the contest each registered contestant will receive a packet of consumer literature and the details of the "sample" they will be serving so they can be prepared.**
3. Youth presentation- Contestants will submit a report to represent the presentation made to youth. The report must contain the following items:
 - a. A lesson plan and presentation report (forms provided by ABAP)
 - b. An overall written report detailing your presentation and the acceptance of them by the youth
 - c. One Teacher Evaluation form (forms provided by the ABAP)
 - d. Three pictures of you making your presentation and student interaction
 - e. Examples of items used in presentation (games, books, activities, video or slides, etc.)

This report will be evaluated at the competition by a panel of judges. Contestants will have a five minute interview with judges to explain their presentation. Reports and all materials contained in them become the property of the ABAP.

4. 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. Scoring will be done by the judges only. 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.

Junior Beef Ambassador Contest:

1. Media Interviews
 - a. Part 1-Contestants introduce themselves and articulate why they've chosen to compete in the ABAP. The goals are to have contestants answer these two questions: Who are you? and Why are you here? Introductions must be completed in two minutes or less.
 - b. Part 2-Answer two to three questions related to hot topics in the beef industry related to Animal Well-being, Environment, and/or Nutrition. Just as in the senior contest, 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. The 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. Scoring will be done by the judges only. 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

This category will be structured just like the senior contest. 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 his or her ability to educate the consumer and provide the consumers with the appropriate information to answer their questions. **Prior to the contest each registered contestant will receive a packet of consumer literature and the details of the "sample" they will be serving so they can be prepared.**

For more information about the Arizona Beef Ambassador contest please contact Katy Wright at katygroseta@gmail.com or 520-444-4176. You may email or mail your registration form and/or completed presentation forms: 2222 E Aspen St Cottonwood, AZ 86326

Resources:

<http://arizonacowbelles.org/arizonabeefambassadorprogram.aspx>

www.factsaboutbeef.org

www.beefitswhatsfordinner.org

www.beefnutrition.org