



Arizona Beef Ambassador Contest Rules

Overview: Arizona Beef Ambassadors are passionate youth advocates for the Arizona beef industry. The winners are the official youth representatives of the Arizona State Cowbelles (ASC) and the beef industry. The SR Ambassador will travel the state sharing the story of beef from pasture to plate with consumers and students. The Jr Ambassadors will help with events as time and budget allows.

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: A team of three Ambassadors will be chosen based on their scoring rubrics and personal interview questions. One Senior and two Juniors will be chosen.

Senior Ambassador Scholarship: \$1000

Junior Ambassador Scholarship: \$250

Scholarships will be dispersed half at the Awards luncheon contest and the remaining half at the end of their term, based on total participation at events.

Divisions: Senior division contestants must have graduated High School/ GED equivalent and not exceed 21 years of age by the date of the contest. Junior division contestants must be students enrolled in Grade 6-12th by the date of the contest. *Any male or female individual in these age groups is eligible to apply*

Eligibility:

- In addition to meeting the age requirements listed above, contestants must complete and submit the following: to Keili.callender@gmail.com by July 16th 7pm. After deadline applications must be pre-approved by BA Chair to be accepted. Limited BA Contest Packets will be available at registration ~ Pre-Approved hand delivered applications will be accepted on July 17 from 6am-6:30am, location TBD
- 1) Photo Release Form
 - 2) Application
 - 3) Photo of contestant
- Contestants should understand that there is a significant time commitment and should consider this along with their current class schedule, internships, job schedule and be able to fit the following events into their schedule to successfully complete their requirements in the coming Ambassador year.

List of Requirements:

- Arizona State Cowbelles Intern at Annual Summer Convention
- Minimum 3 articles published in the Arizona Cattlegrowers' *Cattlelog* magazine

- Social Media posts (ASC Facebook, AZ Beef Ambassador Instagram-approved by ASC President)
- Attend Arizona State Cowbelles monthly events
- Yavapai Cattle Growers' Calf Sale
- Fall Consumer Outreach Event
- Spring Consumer Outreach Event
- Attend County and State Fairs
- Arizona National Livestock Show- Pioneer Luncheon
- Complete "Masters of Beef Advocacy" online program
- Minimum one non-Ag presentation conducted throughout Ambassador year (must be approved by ASC Chair & President)

Events are subject to change

Beef Ambassador Contest:

1) *Classroom Presentation*- Contestants will create a "sample presentation" regarding a lesson focused on educating youth or consumers about various aspects of the beef community, animal handling, nutrition, etc. This portion of the contest will consist of:

- a) A lesson plan (form provided by ABAP)
 - i) This lesson plan can be created ahead of time and brought to the contest or contestants will be given one hour the day of the contest to hand write a lesson plan to be turned in.
 - ii) Supplies provided: flip chart, markers, and colored paper. Contestants are encouraged to bring any props, books or additional materials they plan on reading or using during the "mock" presentation.
 - iii) Contestants will present a 15-minute portion of their sample lesson to a "mock" group of students the day of the contest. A (1) 5-minute Q & A session will follow from the judges.

*Reports and all materials contained in them become the property of the ABAP. *

2) *Issues response*- Contestants will be provided with a recently published news article regarding the beef community. 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 article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

- a) *Contestants will have 20 minutes to read the article and compose a brief (150 words or less) response to the article.* A moderator will be present to address any technical difficulties if they arise.
- b) *Contestants are encouraged to use the "Spelling & Grammar" computer function on Word Document prior to submitting.*
- c) Contestants will not be given the article ahead of time, so are encouraged to manage their time efficiently to be able to read and respond to the article within the 20-minute timeframe.
- d) The response should remain positive throughout and address whatever topic or concerns are presented in the article. Responses should be factual and come from the contestant's personal point of view (like it's a blog post or social media comment).

3. *Personal interview*-The contestant will participate in a personal interview containing questions based on the STAR interview method. The *STAR method* is a technique of answering behavioral interview questions in a structured manner by describing a specific situation, task, action, and result of the situation you are discussing. The STAR method helps you explain in a simple yet powerful way how you handled specific work situations and challenges.

The STAR format stands for *Situation, Task, Action, Result*:

- **Situation:** An event, project, or challenge faced
- **Task:** Your responsibilities and assignments for the situation
- **Action:** Steps or procedure taken to relieve or rectify situation
- **Result:** Results of actions taken.

A. The interviewer(s) 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.

- 3) *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. (Imagine a Costco sample display)
- Contestants will be given 3 minutes to set up their table using the literature, décor and samples provided.
 - Contestants must actively try to engage the audience and ask consumers if they would like to try a sample. Contestants must be able to think on their feet and answer any questions or concerns that arise from the interaction with the “consumer”. Literature will be provided if they would like to hand it out for the consumer to take home
 - 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 (if they register by). If the contestant registers on-site, a packet will be given at time of registration for the student to study.

For more information about the Arizona Beef Ambassador contest please contact Ambassador Chair Keili Callender at Keili.callender@gmail.com or 602-370-0349. Please email your registration form, photo release form and/or completed

Lesson Plan.

Resources:

<https://www.arizonacowbelles.org/programs-activities/beef-ambassador-program>

www.beefitswhatsfordinner.org

www.beefnutrition.org

Masters of Beef Advocacy Program can be completed prior to the contest as a resource for the contestant but is not required until their ambassador term.