

# Are you passionate about the Beef Industry?

## The Nebraska Beef Ambassador Contest & Beef Advocacy Training

provides an opportunity for youth to become spokespersons and future leaders in the beef industry.

If public speaking or industry advocacy is your thing, you should compete.



*A project by the NCW - Consumer Education and Promotion Committee*



**Farm Credit Services  
of America**

Thursday, June 9, 2022

1:00 pm

Mid-Plains Community College

715 E Hwy 20, Valentine

For more information or to register for the contest:

[ncw@necattlemen.org](mailto:ncw@necattlemen.org)

402-450-0223

*Registration also available at  
[www.nebraskacattlemen.org](http://www.nebraskacattlemen.org)*

## Nebraska Beef Ambassador Contest & Beef Advocacy Training

### The Competition

Both division contestants will compete in two different areas.

Age Divisions: (on January 1, 2022) Senior 14-18 years old Collegiate 19-24 years old

**Media Interview** - Contestants will participate in a mock media interview. The interview will have pre-determined questions to ask each contestant, with the option to ask follow-up questions to extrapolate additional knowledge or clarify a point. Contestants will be judged on their knowledge, articulation, poise, and ability to tell the "beef production story" in a positive light.

- Media interviews will be conducted on June 9, 2022

**Issue Response** - Each contestant will be provided a current beef industry topic. Contestants will be given time to write a response and submit it via email. The response will be judged for accuracy, message, and ability to send the correct message for the industry.

- Senior division to write 200-250 words. Collegiate division to write between 500-550 words.
- Issue Responses can be typed or handwritten and scanned.
- Contestants will write an article and submit it via email prior to the June 9 contest.
- The topic will be mailed out **Tuesday, June 7** (9 am central), and entries will be due **Wednesday, June 8** at 12:00 noon central.

### Beef Advocacy Training

Contestants will participate in a beef advocacy training workshop on June 9.

- Increase your beef industry knowledge
- Catch up on current events
- Develop your beef story
- Engage with consumers
- Develop a network to stay connected

**Senior Winners: (1st, 2nd & 3rd)**

The winners will be encouraged to participate in the following events:

- A Farm to School ag event
- Birthing Pavilion at the Nebraska State Fair
- A consumer promotion project.
- Self-organized promotion project
- Media outreach
- NCW Committee meeting / NC Board meeting

**Prizes and Awards:**

Cash prizes will be awarded as follows:

Senior Division

1<sup>st</sup>-\$175, 2<sup>nd</sup>-\$150 & 3<sup>rd</sup>-\$125

In December, a custom belt buckle will be awarded to senior division winner at Nebraska Cattlemen Annual Convention Banquet.

**Collegiate Winners: (1st, 2nd & 3rd)**

The winners will be encouraged to participate in the following events:

- A Farm to School ag event
- Birthing Pavilion at the Nebraska State Fair
- A consumer promotion project.
- Self-organized promotion project
- Media outreach
- NCW Committee meeting / NC Board meeting

**Prizes and Awards:**

Cash prizes will be awarded as follows:

Collegiate Division

1<sup>st</sup>-\$200, 2<sup>nd</sup>-150 & 3<sup>rd</sup>-\$125

In December, a custom belt buckle will be awarded to senior division winner at Nebraska Cattlemen Annual Convention Banquet.

The Collegiate Division Winner is required to complete the above events. The Nebraska Cattlemen's Foundation will provide a scholarship to the collegiate winner in the amount of \$1,200.00. The scholarship will be awarded at the Nebraska Cattlemen Mid-year Foundation Luncheon.

**2022 Nebraska Beef Ambassador  
Contest Registration Form**

Registration due June 3, 2022

***Email entry form to: [ncw@necattlemen.org](mailto:ncw@necattlemen.org)***

Name: \_\_\_\_\_

Age (as of January 1, 2022) \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Parent's Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Grade: \_\_\_\_\_

Name of Local Newspaper: \_\_\_\_\_

E-mail Address of Newspaper: \_\_\_\_\_