

Minnesota Beef Ambassador Program



Application Deadline: October 8th, 2021

The Minnesota Beef Ambassador Team will promote beef and farming to consumers as they develop skills of leadership, communication and self-confidence. The program spotlights the positive impact cattle farming has on our health, economy and environment. The Minnesota Beef Ambassador Team will consist of one Senior MN Beef Ambassador winner, up to two Senior team members and up to 2 Junior Beef Ambassador team members. Senior contestants must be at least 16 by and not over age 20 by September 1st. Juniors must be 13 not over the age of 16 by September 1st.

Contestant Name _____

Age (as of September 1st): _____ Birthdate: _____

Address _____

City _____ State _____ Zip _____

Contestant Cell Phone _____ Email _____

Senior (16-19) _____ Junior (13-15) _____

Shirt Detail: Men ___ Women ___ Size ___

Parents Names _____

Parent Cell Phone _____

Parent Email _____

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1. Share a short paragraph about yourself – tell us who you are using a 3rd party response.
Example: Sue Brown is from SW Minnesota. Her parents are Bill and Sally. Sue is involved in many beef and school activities in Jackson County. Sue would like to be on the Beef Team because....
 - a. Include your connection/experience with beef production and/or agriculture
 - b. Include your Interests and activities both at school and outside of school (attach a resume if you like).

2. Answer the following questions in 1st person perspective:
 - Why do you want to be a Beef Ambassador?
 - In what ways have you shown leadership (Directly pertaining to the livestock industry, 4-H livestock projects or the livestock industry as it relates to 4-H)? (limit to 200-250 words)
 - What is a topic in the livestock industry that you think the public should be more aware of and why? (limit to 200-250 words)
 - What are some ways that you could accomplish the above question? (limit to 200-250 words)

2021 Judging Information:

Competition Schedule – Saturday, October 23, 2021

9:00 am – 9:15 am – Check in & instructions, CHS Miracle of Birth Center

9:30 am – Competition begins, CHS Miracle of Birth Center

The Team winners will be announced shortly after the judging process.

Scholarships:

- Senior winner will receive a \$750 Scholarship
- Senior team members will receive a \$500 Scholarship
- Junior winner will receive up to \$200

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Mail or email entry to: MN Beef Council
Royalee Rhoads
P.O. Box 39
Maple Plain, MN 55359
royalee@mnbeef.org

Questions may be directed to co-coordinators:

Jennifer Schiefelbein
jschiefel@meltel.net
320-398-6511

Natasha Mortenson
tashamortenson@gmail.com
320-815-8459

Competition Rules and Information

Competition Judging Areas

1. **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 receive 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 beef and farming in a positive light.
2. **Consumer Event** – A mock consumer event will be set up for the contestants. Each contestant will be provided with beef promotion resources and recipes. Interested "consumers" will approach the table. They will ask pre-determined questions to test the contestant's knowledge, capacity to interact with the public and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumers and provide the consumers with the appropriate information to answer their questions. Each contestant will have 5 minutes to interact with the "Consumers" who will ask questions. Contestants are able to ask the consumers questions to engage a deeper dialogue about beef, and are encouraged to do so.
3. **Social & Traditional Media Response to Beef Industry Topics:** Contestants will be provided with a list of beef industry topics (For example: Beef Nutrition) once their application is submitted. Contestants will pick a topic and write a blog about that subject, including 2-3 pictures. Contestants should also create a sample Facebook post or Tweet about this same subject to be submitted in addition to the blog. Both the blog and the Facebook post or Tweet must be brought to the competition. The judges will score the contestants on their ability to incorporate beef industry information and how relatable that message would be with consumers. Please cite any sources used for facts.

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Be a Part of the Team, Speak out for the Beef Industry

Judging Areas:

- Mock Media Interview
- Mock Consumer Event
- Social & Traditional Media Response to Beef Industry Topic

Age Requirements:

Juniors Age 13-15

Seniors Age 16-19