

# 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.

The competition is targeted towards youth that are passionate about the beef industry.



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

### *Sponsored by:*



**Farm Credit Services  
of America**



**FEED GREATNESS®**

Wednesday, June 12, 2024  
1:00 pm MT

Registration Deadline: June 7, 2024

Nebraska Game and Parks Visitor  
Center, Lake McConaughy  
1475 Highway 61N, Ogallala

For more information or to  
register for the contest:

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, 2024) 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 site

**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 12 contest.

### **Beef Advocacy Training**

Contestants will participate in a beef advocacy training workshop

- 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
- A consumer promotion project
- Self-organized promotion project (approved by the NCW committee)
- 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 the Nebraska Cattlemen Annual Awards Banquet during Convention.

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

The winners will be required to participate in the 2-3 following events:

- A Farm to School ag event
- A consumer promotion project
- Self-organized promotion project (approved by the NCW committee)
- 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 the senior division winner at the Nebraska Cattlemen Annual Awards Banquet during Convention.

The Collegiate Division Winner is required to work with the NCW Committee at events and help develop a promotional project. 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 Midyear Foundation Luncheon.