



# The 2026 Nebraska Beef Ambassador Contest & Beef Advocacy Training

Lexington, NE | June 10

*The Nebraska Beef Ambassador Contest and Beef Advocacy Training provides an opportunity for youth to become spokespersons and future leaders in the beef industry. The competition is targeted towards youth who are passionate about the beef industry.*

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## **Registration:**

For more information or to register for the contest, please email [blederer@necattlemen.org](mailto:blederer@necattlemen.org), or call (402) 450-0223.

Registration is also available on the Nebraska Cattlemen website at [www.nebraskacattlemen.org](http://www.nebraskacattlemen.org).

## **Event Details:**

The event will take place at the Dawson County Extension office (1002 Plum Creek Parkway, Lexington, NE 68850) on Wednesday, June 10, 2026, starting at 1:00 p.m. CT.

## **Competition Age Divisions:**

*Based on the participants age on January 1, 2026*

Senior division -14-18 year olds

Collegiate division - 19-24 year olds

## **Competition Areas (Media Interview and Issue Response):**

**Media Interview** - Contestants will participate in a mock media interview. The interview will include pre-determined questions to ask each contestant, with the option for judges 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 industry story” in a positive light. Media interviews will be conducted onsite.

**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 and the ability to effectively deliver a strong message about the beef cattle industry.

- The senior division will be required to write 200-250 words and the collegiate division will be required to write 500-550 words.
- Issue responses can be typed or handwritten and scanned.
- Issues responses are due via email prior to the June 10 contest.

### **Senior Winners (1st, 2nd, and 3rd Place)**

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

Cash prizes will be awarded as follows:

- 1st - \$175
- 2nd - \$150
- 3rd - \$125

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

### **Collegiate Winners (1st, 2nd, and 3rd place)**

The winners will be required to participate in 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

Cash prizes will be awarded as follows:

- 1st - \$200
- 2nd - \$150
- 3rd - \$125

In December, a custom belt buckle will be awarded to the collegiate 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 Foundation will provide a scholarship to the collegiate winner for the amount of \$1,200. The scholarship will be awarded at the Nebraska Cattlemen Midyear Foundation Luncheon.

### **Beef Advocacy Training Workshop**

Contestants will participate in a beef advocacy training workshop to:

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