



Kern County Cattlemen

January 2015

Kern County Beef Ambassador Contest

The Kern County Cattlemen are hosting an exciting program again this year! The Beef Ambassador Contest is a contest that is aimed at educating the public about the beef industry. Contestants will write a response to a published article (provided) to demonstrate their knowledge of the cattle industry. This contest is not limited to students who have a ranching background or are interested in entering the cattle industry. The contest is open to all youth who want to further their leadership skills and speaking. The state and national winners will have the opportunity to network with today's agriculture leaders!

Junior Division: age 12-16 Must be 12, but not over 16 by September 1, 2015.
Senior Division: age 17-20 Must be 17, but not over 20 by September 1, 2015.

Issues Response - Contestants will be provided with a recently published news article regarding the beef industry. Each contestant will write a brief (150 words or less) response to the article. All responses will be judged and the contestants will be scored on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information. This may be completed using research materials. It may be an in class assignment or completed at home. It is recommended that contestants use the information at: www.explorebeef.org as a resource for their issues response.

If Needed: Tiebreaker Interview - If the Issues Response does not define a clear winner, there will be an interview contest held on February 6, 2015. The contestants will participate in an interview designed to assess their knowledge of the cattle industry. The interviewers 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. Contestants will be judged on their knowledge, articulation, poise, ability to "Tell the Beef Production Story", and present the industry in a positive light. The contestants should be well versed in all areas of beef production and the beef industry relating to consumers. Special attention should be paid to all current industry issues.

Incentive Prizes:

Senior Division: \$200.00 + travel expenses to the California State Contest
Junior Division: \$100.00 + travel expenses to the California State Contest

For more information or any questions or to schedule an in-class presentation, please contact:

Kern County Beef Ambassador Chair

Erin Rogers

PO Box 306

Glennville, CA 93226

661-536-8941

email: roerin@zeus.kern.org



Kern County Cattlewomen

Kern County Beef Ambassador Contest

Contest Guidelines:

Issues Response Essay (150 words)

SENIOR Division: 17 to 20 years old
JUNIOR Division: 12 to 16 years old
Age as of September 1, 2015

Incentive Prize:

SENIOR Division
\$200 & travel expenses for state
JUNIOR Division
\$100 & travel expenses for state
Plus more prize \$ at state
& national level!

Timeline of Events:

January 30th - Issues Response Essay Due

February 6th -Interview

February 7th - Winners Notified

2015 Kern County Cattlewomen Beef Ambassador Entry Form

___ SENIOR DIVISION ___ JUNIOR DIVISION (SEE AGE REQUIREMENTS ABOVE)

Name _____

Age ___ Birthdate _____ Gender ___ Parents Names _____

School Name _____ Grade/Major _____

Contact Information:

Phone Number _____ E-mail _____

Mailing Address _____

City _____ State _____ Zip _____

Please Return to:

Erin Rogers, K.C. Cattlewomen Beef Ambassador Chairperson

PO Box 306, Glennville, CA 93226

Phone: 661-536-8941 E-mail: roerin@zeus.kern.org

2015 Beef Ambassador Competition

Issues Response

Please use the article “Try 'Meatless Monday' for Your Health” to complete Part 1 and Part 2 of this response. You may write in the provided spaces or type your response on a separate page.

Part 1: Thinking through the challenge

Read the enclosed news article. Think about the impression an average consumer might get from reading this same article and the action they might take in response...Search for more information? Tell a neighbor or friend? Stop eating beef until they learn more? How does this differ from the experience we want consumers to have with our product? Keeping these things in mind, please write your response to the following questions:

Why should you respond to this article?

What inaccuracies or misleading information do you see in this article?

What are the key things you want to tell consumers who have read this article?

How do you respond to a negative article you see in the paper?

