



Kern County Cattlemen

January 2016

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, 2016.
Senior Division: age 17-20 Must be 17, but not over 20 by September 1, 2016.

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 5, 2016. 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, 2016

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 5th -Interview

February 8th - Winners Notified

2016 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



Try 'Meatless Monday' for your health

VALERIE SCHULTZ

Remember the good old days? When men were men and a lifetime job with the same company led to a gold retirement watch; when the war was a good war and Americans were united in their civic-mindedness? Neither do I, but the first half of the 20th century is often held up as a time of exemplary American know-how and can-do attitude, unlike the listless drifting and mediocre accomplishments we are tempted to associate with our country today.

A ray of hope shines for us, however, in a movement that echoes a practice from the last century. During the time of both world wars, Presidents Wilson, Truman and Roosevelt rallied their fellow countrymen to participate in voluntary meatless days. Wilson called for meatless and wheatless days to enlist the help of ordinary Americans to help fund and win the First World War. Wilson's effort, aided by government advertising, recipe booklets and sample menus, encouraged 10 million families, 7,000 hotels and 425,000 food dealers to abide by national meatless days. By rationing the use of key staples like meat during the Second World War, Roosevelt and Truman not only enlisted regular Americans to help the war effort, but also to assist in feeding the populations of war-torn countries in Europe.

Jump ahead six decades or so: The current movement, called "Meatless Monday," is a nonprofit initiative in association with the Bloomberg School of Public Health at Johns Hopkins University. Begun in 2003, the goal of Meatless Monday is to help reduce American consumption of meat by 15 percent. This effort is not specifically designed to call on our patriotism in support of wartime expenses; rather, it is a call to both improved personal health and global well-being. Monday was chosen for its significance as the first day of the workweek, and the day we often choose to make a positive change in our behaviors and habits.

While going meatless one day a week is not enough to turn around the overall risks of an unhealthy diet, it is a start on the road to a more beneficial way of eating. According to the website 'meatlessmonday.com', by going meatless every Monday, one can possibly limit colon cancer risk, reduce the incidence of heart disease and cardiovascular illness, fight diabetes, curb obesity, live a longer life, and in general improve one's diet.

The earth reaps environmental benefits from Meatless Mondays, too. Since the meat industry causes nearly one-fifth of greenhouse gas emissions, eating less meat results in a smaller personal carbon footprint. As the worldwide demand for meat grows each year, any reduction in consumption is a step in the right direction. Meat production also requires up to 2,500 of gallons of water per pound of beef, compared, for example, to the 220 gallons needed to produce a pound of tofu. Also, the fossil fuel needed to produce meat is far greater than that required for plant-based protein. Lowering the consumption of meat thus cuts the demand for fossil fuel. If you get into the spirit of Meatless Monday, the planet will thank you.

For us vegetarians, the concept of Meatless Monday is akin to preaching to the choir. The benefit of doing one day a week what we do seven days a week seems like a no-brainer. Doing without meat is not very hard, especially since vegetarian options exist just about everywhere. Restaurants, grocery stores and cafeterias offer veggie choices as a matter of course. People probably go meatless more often than they realize, just by ordering a bean burrito or by making a grilled cheese to go with their tomato soup.

From New York City to Los Angeles, with cities like Las Vegas and Pittsburgh in between, from Ontario, Canada to Tel Aviv, Israel, restaurants have signed on to the Meatless Monday movement, and are creating meatless dishes for their menus. Around 40 universities, such as Harvard, Columbia, Georgetown, several UC campuses, and various colleges overseas, are also observing Meatless Mondays. The public school districts of Baltimore and Oakland are on board, as are several hospitals nationwide. There are Meatless Monday programs in such countries as Australia, Croatia, Brazil, Holland, Norway, Japan, and Taiwan. What was once an American wartime support is now a global endeavor.

I have a funny feeling, however, that if President Obama were to advocate the adoption of Meatless Monday, some of his regular critics would accuse him of being a secret vegetarian. He would be vilified as a militant animal-rights extremist. He would be suspected of tyranny, of trying to force big government into the privacy of your home as an unwanted guest at your dinner table. His patriotism would surely be questioned.

It's hard to imagine, in the current political climate of our nation, that the American population would rally behind the president for even one day of sacrifice and savings.

It's enough to make one wish for those simpler times, for the good old days.

2016 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?

