



Utah Beef Ambassador Application 2021

Name:

Address:

Email:

Phone Number:

School:

Shirt Size:

Age:

Birthdate:

School:

Major:

Year in school:

Plans for the Future:

- How did you find out about this contest?

Other things to submit with your application:

- Please include a biography of 1000 words or less, including how you feel about beef, your interest in the industry, agriculture background and leadership skills.
- A blog post of up to 500 words about a current topic in the beef industry. This will be posted on the Utah Cattlemen's social media sites.
- 3 minute video answering the question, "*Why do I want to become a beef advocate?*", and your interest in the beef industry.

Submit all requirements via email at utbeefambassador@yahoo.com with any questions!

Utah Beef Ambassador Contract

1. He/she agrees to perform all job assignments including written assignments, in a timely and satisfactory manner. He/she agrees to utilize factual information set forth by National Cattlemen's Beef Association, ANCW and Cattlemen's Beef Board in all presentations.

2. Winners will be required to serve as Utah Beef Ambassadors for a 1 year period promoting beef in the state of Utah.

3. Should he/she become a state winner, he/she understands the time commitment involved and agrees to travel to designated program events including but not limited to the following events. These events are to be documented, reported to the Utah CattleWomen for judging and posted to UCW social media. (Documentation includes a written report submitted to Utah CattleWomen and photos or video.) We need the documentation to measure the effectiveness of this program.

1. Consumer, classroom and educational events as scheduled throughout the year. **Ambassador must attend a minimum of six events, as a team or individually.** These events are also required for national competition and will be judged as part of the national competition. The purposes of these events are to educate the students and consumers about beef. These include and are not limited to the following)

A. Leadership role in Utah Collegiate Beef Club. This will include:

- Planning and presenting at club meetings
- Serving as State Leadership of the UCBC and the duties required in that position.
- Attendance at your on-campus UCBC monthly meetings and participate in campus activities. These activities will include but are not limited to promotion, education, research, and industry information through the following: training, advocacy, leadership, service, preparation for the national contest, and fun stuff.

B. Consumer/Campus Advocacy Beef Promotions –consumer events such as demonstrations at health fairs, county fairs or expos, etc. of your choice may be used to fulfill this requirement. One event per quarter

C. Youth Presentations – made for youth under the age of 18. If it's not possible to make the presentation in a classroom, after school programs or youth organizations such as 4-H, YMCA or scouts groups may be used. At least 1.

4. Events Required as a Beef Advocate Winner:

- Utah Cattlemen’s Winter Convention
- Utah Cattlemen’s Summer Convention
- Beef Cook off at the Utah State Fair.
- Next year’s competition
- Social Media contributions will be made monthly and comments as appropriate.

5. He/she will complete required training:

- Master of Beef Advocacy Program
- Beef Quality Assurance Program
- Other team training

6. He/she is between at least a Freshman in college by September of contest year and not older than a Junior in college or age 25 of the same year.

7. Will attend team training in person or online (date and time TBA).

8. Beef Ambassadors will report their accomplishments at the following State Convention.

9. All scholarships will be awarded at the completion of the year term and at the Utah Cattlemen’s Convention. Beef Ambassador Team members will be awarded \$1000 for 1st place \$750 for 2nd place and \$500 for 3rd place.

Failure to fulfill the obligations set forth by Utah Beef Ambassador Program will result in forfeiture of all cash awards and or scholarships.

Contestant signature

Date

Return Application and contract to utbeefambassador@yahoo.com

Application Due on or before March 5, 2021