

OUR COMPETITION

PURPOSE:

The Utah Beef Ambassador Program strives to provide an opportunity for youth to educate consumers about beef, including beef nutrition, food safety, the economic value of the beef industry, and stewardship practices of the beef industry.

GOAL:

Our goal is to utilize our beef ambassador team to *passionately* share the beef production story to consumers and youth through promotion, education, media and online.



Our Beef Story

The Utah Beef Ambassador Program will enable the cattlemen and cattlewomen of Utah to connect closer in reaching the “millennial” generation, promote safe and nutritious facts to consumers, and portray the quality of care of ranch animals.

ELIGIBILITY:

Any Utah youth between the ages of 17-20 years may enter the competition. Youth must be 17 by September 1, 2015, and may not be over 20 by September 1, 2015.

UTAH BEEF AMBASSADOR

JUDGING:

Each contestant will be judged in the following three areas of evaluation:

1. MEDIA INTERVIEW:

The contestant will participate in a mock media interview related to current topics in the beef industry.



*Leann Fox
2014 Utah BAP Winner*

2. ISSUES RESPONSE:

Contestants will be provided with a recently published news article regarding the beef industry, and will be asked to compose a written response to the article.

3. CONSUMER PROMOTION: A mock consumer promotion event will be set up for the contestants, where they will be provided a “sample” to serve as well as beef industry production and nutrition literature and recipes.



SHINING LIGHT ON BEEF

UTAH BEEF AMBASSADOR PROGRAM



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AWARDS:

Winners of the competition will receive:

1st place - \$1,000.00 scholarship

2nd place - \$500.00 scholarship

3rd place - \$500.00 scholarship

The first, second & third place winners will become our Utah Beef Ambassador Team and will receive a cash award of up to \$350 as they turn in receipts for covered events.

First place winner will also attend the National Beef Ambassador Program competition in September 2015, expenses paid.



2014 National Contestants

LOCATION:

The 2015 Utah Beef Ambassador Competition will be held on Saturday, February 28, 2015 at Lehi High School Ag Building, 180 North 500 East, Lehi, Utah, at 10:00 a.m.

**DEADLINE FOR ENTRIES
IS FEBRUARY 14, 2015.**