

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 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 Cattlemen for judging and posted to UCW and beef ambassador social media. (Documentation includes a written report submitted to Utah Cattlemen and photos or video.) We need the documentation to measure the effectiveness of this program.

Consumer, classroom, and educational events as scheduled throughout the year. Ambassador must attend a minimum of six events, in addition to the required 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. Campus activities on either your own campus or another college campus promoting beef and the Utah Beef Ambassador program. (One or more event per semester.)
- B. Consumer 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.)
- D. Cattlemen's and Cattlemen's Participation – Aiding or participating in localized Cattlemen's or Cattlemen's events. (At least 1.)
- E. Collaborate activities with the USU Beef Extension specialist to bring further expertise and reach to advocacy efforts.

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

5. One social media post per week, per platform on assigned weeks. This can be shared information from National Cattlemen's, Beef It's What's For Dinner, or other relevant pages, as well as pictures from events attended as ambassadors. A posting schedule will be decided upon with the other ambassadors, and winners will receive social media training and guidance.

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

Application Due on or before March 1st, 2022