



Program Overview

The Beef Ambassador Program was put into place to educate consumers and to be a spokesperson for the beef industry by the Tehama County Cattlewomen. The competition is open to anyone within the ages of 12 and 20, and the selected winners will educate consumers while addressing issues and misconceptions in schools, clubs, organizations and attending rural and urban community events. If selected for this position, we ask that a commitment be made to be outstanding at being visible and involved in the community to help promote the beef industry.

At the local level, this is achieved by Ambassadors attending various events throughout the county, educating the public on how beef is raised, handled, environmentally friendly, and healthy for consumption. Some events attended throughout the year are 4th grade Farm Day, Cattlemen's Golf Tournament, Winter Dinner, classroom presentations, etc.

The contest will be held on Sunday, March 12th at the Tehama County Farm Bureau office and will begin at 2 p.m. for contestants but will be open to the public at 5 p.m. for speech presentations as well as the new Beef Ambassadors being named. Applications are due by March 3, 2023, by 5:00 pm and must be submitted via email to either tcbeefambassador@gmail.com or to the Tehama County Farm Bureau office, located at 275 Sale Lane in Red Bluff.

Junior Division age requirements are 12-16 by September 1, 2023, and Senior Division age requirements are ages 17-20 by September 1, 2023. The contest will consist of a written response, a personal interview, and a prepared 5-7 minute speech. While it is not necessary, it is highly encouraged for Ambassadors to compete in the State Beef Ambassador competition that will take place on April 15-16.

Upon successfully completing the Beef Ambassador term of 1 year, from March 2023 to March 2024, Ambassadors will be awarded a scholarship. The junior scholarship will be in the amount of \$500, and the senior award will be in the amount of \$1,000.

For an application or more information, please email tcbeefambassador@gmail.com or contact Kari, Beef Ambassador Chair for the Tehama County CattleWomen, at 530-527-7882.