

# **Tehama County Beef Ambassador Program & Contest**

**What** - A youth spokesperson training in beef promotion, public relations, and competition.

**Who** – SENIOR competition – open to ages 17-20

Contestants must be 17 but not older than 20 by September 1, 2020

JUNIOR competition – open to ages 12-16

Contestants must be 12 but not older than 16 by September 1, 2020

**When** – Sunday, February 23, 2020

**Where** – Tehama County Farm Bureau office

(275 Sale Lane, Red Bluff)

Contest begins at 2:00pm

Consumer Portion – 5:00pm (open to families and the public)

**Why** – The purpose of the program is to train youth spokespersons to represent the beef industry. Selected winners will address issues and misconceptions in schools, workplaces, and in their communities (both urban and rural).

## **Contest Requirements –**

- 1) Written response about a negative story or media article.
- 2) Media Interview.
- 3) Social Media Interview
- 4) Consumer Presentation promoting beef products and information.

**Entry Deadline** – February 14, 2020

An informational meeting for all contestants will be held on February 12 at the Tehama County Farm Bureau office at 5:30pm, attendance is strongly encouraged.

**Contest Sponsor** – Tehama County CattleWomen

For information on the Beef Ambassador Program, visit: [www.nationalbeefambassador.org](http://www.nationalbeefambassador.org)

**For more information and rules please contact  
Kari Dodd (530) 736-8389 or Danielle Mueller (530)526-8266**

Tehama County Beef Ambassador Competition

ENTRY FORM

entry deadline – February 14, 2020

contest date – February 23, 2020

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: (home) \_\_\_\_\_ (cell) \_\_\_\_\_

Email: \_\_\_\_\_

Age: \_\_\_\_\_ (as of September 1, 2020)

Junior Competition: \_\_\_\_\_ Senior Competition: \_\_\_\_\_

Contestant Signature: \_\_\_\_\_

Parent Consent: \_\_\_\_\_

**Mail or Deliver entries to:**

**Tehama County Beef Ambassador**

**c/o Kari Dodd**

**275 Sale Lane**

**Red Bluff, CA 96080**

## **Tehama County Beef Ambassador Program Overview**

The Beef Ambassador Program is used to educate consumers (the public) about beef and beef production via young adults, between the ages of 12 and 20.

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 of the events attended during the year are the 4<sup>th</sup> grade Farm Day, Cattlemen's Winter Dinner, CattleWomen Fashion Show and classroom presentations.

Applications are due by February 14, 2020 at 5:00pm. The Junior division is open to ages 12-16 by September 1, 2020 and the Senior division is open to ages 17-20 by September 1, 2020. We will have an informational meeting on February 12 at 5:30pm at the Farm Bureau office (275 Sale Lane, Red Bluff) to go over any questions you might have, to explain what is required of the position and how the contest will be conducted.

This year, the contest will consist of a media interview, social media interview, written response and consumer promotion. The contest will be held on February 23, beginning at 2:00pm at the Farm Bureau office.

At the end of the year, the selected ambassador will be awarded a scholarship upon satisfactory completion of their required tasks.

## **Tehama County Beef Ambassador**

### **Expectations and Agreement**

The Tehama County Beef Ambassador will be a spokesperson to represent the beef industry. The selected winners will address issues and misconceptions in schools, clubs, organizations and community events, both rural and urban. If selected for this position, we would ask that you make a *commitment* to do an outstanding job at being visible and involved in the community to help promote the beef industry.

As Tehama County Beef Ambassador, the following must be completed by the specified date and Activity Reports are to be submitted to the chairperson(s) no later than 30 days after the event.

### **Events include, but are not limited it:**

6 classroom/SERRF visits \*must be a hands-on activity\*

State Contest - April

Cattlemen's Golf Tournament – April

4<sup>th</sup> grade Farm Day – September

Dairyville Orchard Festival – October

Farm City Night – November

CattleWomen's Fashion Show – November

TCCA/TCCW Winter Dinner – January

2 CattleWomen Meetings

Tehama County Beef Ambassador Contest – 2021

\*\* 2 Beef Promotion Activities (your choice, Father's Day, 4<sup>th</sup> of July) activities must be approved by chairperson(s) prior to event

Other appearances or activities may be requested by the Tehama County CattleWomen.

### **Reimbursement Procedures and Protocol**

Any reimbursement receipts must be submitted within 30 days after the event. Expenses include only travel outside of Tehama County. If paper copies or

materials are required for any event or classroom presentation, please let the chairperson(s) know and we will arrange it for you.

Any questions or concerns, problems that you may encounter, your first contact person if the Beef Ambassador Chairperson(s), if they are not available, the TCCW President or person in charge of the event you are attending may help you with your requests.

### **Awards**

Senior Beef Ambassador - \$1,000 scholarship

Junior Beef Ambassador - \$500 scholarship

Awards will be received at the end of the term in February or March. Awards will be forfeited if ambassador does not perform duties in a satisfactory manner. If the ambassador should have any disorderly conduct throughout their term as an ambassador, the chairperson(s) or Tehama County CattleWomen may ask the ambassador to forfeit a portion of or all monies that could be received.

### **Clothing**

A polo shirt and light weight jacket will be given to the Beef Ambassadors. Sashes are given to both the junior and senior ambassadors, which are to be given back at the end of their term.

### **Acknowledgement**

I have read and understand the guidelines and duties of the Tehama County Beef Ambassador. I understand the expectations and guidelines currently in place that will entitle me to receive the cash scholarship award at the end of my term. If the chairperson(s) and Tehama County CattleWomen determine I have not fulfilled my duties, no action will be taken by me or my family.

Date: \_\_\_\_\_

Beef Ambassador Contestant Signature: \_\_\_\_\_

Parent Signature (if under age 18): \_\_\_\_\_