



South Carolina Beef Ambassador Program

March 27, 2010

State Farmer's Market Building

101 Bluff Road.

Columbia, SC

Check-In 11:00 a.m.- 12:00 p.m.

Competition 1 p.m.-5 p.m.



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South Carolina Beef Ambassador Program

Overview

The National Beef Ambassador Program (NBAP) is a national, competitive youth public speaking program for the beef industry. NBAP promotes the beef industry and development of leadership skills in youth. The program spotlights the positive impact the cattle industry has on our economy and families.

Individuals compete on their state level; the winners come to the national competition to vie for cash, scholarships and an opportunity to travel across the nation promoting beef and the beef industry.

This program has a 20 year proven track record for producing future leaders ready and able to educate consumers regarding safety, health, nutrition, the environment and animal stewardship. Former Beef Ambassadors not only stay in the industry but remain lifelong allies to the beef industry. A recent survey of former ambassadors showed that 80% of past ambassadors have stayed in the industry.

On a new front the Ambassadors have been on the cutting edge of online communications on behalf of the beef industry. For the past four years they have blogged, have a Fan Page and numerous groups on Facebook and "Tweet" on Twitter 5 days a week. On a national level beef ambassadors are reaching millions of people.

We would like to encourage all of South Carolina's youth involved in beef production to compete in this event. Reviving South Carolina's program can help to reach more consumers and educate them on the positives of consuming beef and the beef industry as a whole.

I look forward to meeting each of our contestants at our state contest!

Sincerely,

Caci Nance

Caci Nance, SCBAP Director

Using our brightest beacons to educate consumers, producers, & youth!

RULES AND REGULATIONS

*Open to all youth ages 13-20,
including 4-H, FFA, FHA, and other youth organizations.*

Purpose:

Opportunity for South Carolina youth to educate consumers and youth about beef nutrition, food safety and stewardship practices of the beef industry.

Sponsors:

ELIGIBILITY AND PREREQUISITE FOR ENTRY IN STATE COMPETITION

1. For the Senior Division, the contestant must be age 17 but not over 20 by January 1, 2011.
2. For the Junior Division, the contestant must be age 13 but not over 16 by January 1, 2011.
3. Contestants may enter the state competition in subsequent years, unless they have previously won the senior division of the South Carolina Beef Ambassador contest.
4. Contestant entry form must be postmarked by March 1, 2010 for consideration.
5. Junior Division contestants must be accompanied by an adult.

AREAS OF EVALUATION IN THE COMPETITION

JUNIOR DIVISION:

1. Media Interview
2. Consumer Promotion

SENIOR DIVISION:

1. Media Interview
2. Consumer Promotion
3. Classroom Presentation
4. Editorial Response

Note: The competition no longer includes a speech. The areas of evaluation for the competition mimic the areas of evaluation in the National Beef Ambassador Program.

AREAS OF EVALUATION OVERVIEW

1. **Media Interview** - The contestant will participate in a mock media interview. The interviewer will have pre-determined questions to ask each contestant with the option to ask follow-up questions in order to extrapolate additional knowledge or clarify a point. A panel of judges will observe the interaction for: knowledge, articulation, poise and the contestant's ability to "Tell the Beef Production Story" and present the industry in a positive light. Scoring will be done by the judges only. The contestants should be well versed in all areas of beef production and the beef industry relating to consumers. Special attention should be paid to all current industry issues.
2. **Consumer Promotion** - A mock consumer promotion event will be set up for the contestants. Each contestant will be provided with a "sample" to serve as well as beef industry production and beef nutrition literature and recipes. Scripted "Consumers" will approach the table to take the

sample. They will ask questions to test the contestant's knowledge, capacity to perform in the field and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumer and provide her with the appropriate information to answer her questions.

3. Classroom Presentation - On competition day contestants will submit a report to represent the presentation made to youth. The report must contain the following items:

1. A lesson plan
2. An overall written report detailing your presentation and the response of your students.
3. A Teachers Evaluation form (provided)
4. Four pictures of you presenting to students (only four pictures please)
5. Examples of any items used in presentations may be included in two additional photos.

This report will be evaluated at the competition by judges. Contestants will not be present at the evaluation nor will they be required to make a youth presentation at the competition. Reports and all materials contained in them become the property of the South Carolina Beef Ambassador program.

1. **Issues Response** - In the Ready Room the contestants will be provided with a recently published news article regarding the beef industry. Each contestant will write a brief (150 words or less) response to the article. All responses will have to be turned in by a specified time on competition day. The judges will score the contestants on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

THE DECISION OF THE JUDGES IS FINAL.

Note: Junior Division competes only in the Media Interview and Consumer Promotion.

RULES

1. All information presented by the contestant in each judging area must be factual based on data provided on the Beef: from Pasture to Plate website or through personal research. Go to the website at www.beeffrompasturetoplate.org.
2. Contestants may introduce themselves by first name only.
3. In the area of Classroom Presentation, contestants may use one to two visual teaching aids from the list provided in the curriculum package to be sent prior to the contest. Contestants may choose one student handout from the curriculum package as deemed appropriate to their lesson plan. Visual aids may not be used in any other area of the competition. Notes may not be used at any time during the judging process.
4. Contestants may not watch the judging of their fellow contestants.

SAMPLE EVALUATION OF ISSUES RESPONSE

Questions

Thoughtfulness of answers 10

Misinformation identified 10

Messages identified 10

Response Letter

Formatting, grammar, punctuation 15
Overall impression, persuasiveness 15
Articulation of point of view 10
Originality 10
Accuracy 10
Misinformation addressed 10
Total 100

AWARDS

STATE WINNER:

Sr. Division The state senior division winner will compete in the National Beef Ambassador Competition held in the fall of 2009. The following are the awards for the **national contest only**:

Top 5 \$1,000.00

ANCW Foundation will award a \$750.00 scholarship to each competition winner.

a. The state senior division winner is required to fulfill the following requirements prior to the national competition.

One – Media Interview – local, state or national, print, radio or television media.

Three – Classroom Presentations – made to elementary level 3rd or 4th grade students. If it is not possible to make the presentation in the classroom, after school programs or youth organizations such as 4-H, YMCA or scouts groups may be used.

Two – Consumer Promotions - consumer events such as in-store demonstrations and health fairs may be used to fulfill this requirement.

b. Activity reports must be submitted on the media interview, classroom presentation and consumer promotion requirements within 30 days of the national competition.

c. Sponsors will cover the cost of travel, hotel and registration for the state senior winner and an adult chaperone to attend the national contest.

Jr. Division There is no national competition available for the state junior division winner. This contestant will have the opportunity to be involved in various beef promotional activities in the state.

TOP THREE PLACES

The top three individuals in each division will be recognized and awarded at the competition. Awards are subject to change.

Jr. Division First Place: \$100 cash & a belt buckle

Second Place: \$75 cash

Third Place: \$50 cash

Sr. Division First Place: \$150 Cash, plus travel, hotel and registration for the to attend the national competition in the Fall of 2010 in South Dakota and a belt buckle.

Second Place: \$100 Cash

Third Place: \$50 Cash

For more information: www.nationalbeefambassador.org

2010 REGISTRATION FORM BEEF AMBASSADOR COMPETITION

Registration Due: March 1, 2010

Send Registration to:
Caci Nance, SC BAP Director
2350 Hwy 161
York, SC 29745
803-371-2416

The South Carolina Beef Ambassador contest is open to **all youth ages 13 (as of January 1, 2011) through 20 (as of January 1, 2011).**

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE () _____ FAX () _____

COUNTY _____ EMAIL _____

BIRTHDATE _____ GRADE IN SCHOOL _____

DIVISION _____ Junior (age 13-16)
_____ Senior (age 17-20)

Child's Signature

Date

Parent's Signature

Date