



2017 NEW MEXICO BEEF AMBASSADOR JUNIOR COMPETITION Entry Deadline ----- March 1, 2017

The New Mexico Beef Ambassador Program, managed by the New Mexico CowBelle organization, strives to provide an opportunity for youth to educate consumers and students about beef nutrition, food safety and stewardship practices of the beef industry. Beef Ambassadors tell their beef production story to consumers and students through promotion, education, media and the online environment.

March 31, 2017 – NMSU Campus, Las Cruces In conjunction with the State FFA Career Development Events & Judging

~ Junior Contestants must be age 15-17 by entry date ~

First Place Junior Winner:

Receives a \$150 cash prize and a monogrammed beef ambassador jacket and shirts

Three Member New Mexico Beef Ambassador Team

During their year of service to the NM CowBelles, the top two senior contestants will team with the first place junior age contestant to travel throughout the state to promote the beef industry through educational programs, presentations, special events and social media.

New Mexico Beef Ambassador Contest

1) *Attire:* Professional attire befitting a presentation before a group.

2) *PowerPoint Presentation:*

Each contestant will prepare and present a 10-15 minute PowerPoint presentation factually based on the following beef industry topic:

PRESENTATION TOPIC: “Response To Consumer Myths About Beef”

Beef Industry Resources:

Websites: www.factsaboutbeef.org, www.beefnutrition.org,
www.beefitswhatsfordinner.org, www.beeffrompasturetoplate.org,
www.agweb.com/livestock/beef/news, www.beef.org, www.nmbeef.com,
and www.nmagriculture.org

Print Media: NM Stockman, Drover’s Journal, NMSU Cooperative Extension Publications, Beef Magazine, Progressive Cattleman, etc.

3) *Interview:*

After the presentation, each contestant will be interviewed by a panel of judges who will ask questions of the contestant to further assess the individual’s ability to become the next youth spokesperson for the beef industry.