

SHASTA COUNTY

BEEF AMBASSADOR & BEEF PRINCESS CONTEST

2024 Contest

TIMELINE

DECEMBER 1, 2023
Completed application and
all coursework assignments
turned in.

DECEMBER 16, 2023
Zoom presentations and
interviews. Time slots will be
available for sign up after Dec. 1

JANUARY 20, 2024
Winners will be announced and
recognized at the dinner hosted
at Little Bear Creek Ranch.

RULES

1. The Shasta County Beef Ambassador & Beef Princess Contest selects following winners based on their total over all scores in the contest.
2. One winner is selected in each of the following categories/age divisions.
 - 1 Senior Beef Ambassador (age 17-20 as of Sept. 1, 2023)
 - 1 Junior Beef Ambassador (age 12-16 as of Sept. 1, 2023)
 - 1 Beef Princess (age 12-19 as of Sept. 1, 2023)
3. All areas of the contest will be judged by a panel of qualified judges in the industry.
4. Contestants will be judged on the following:
 - Interaction with the judges
 - Knowledge of all aspects of the beef cattle industry
 - Professional presentation (articulation, poise, grammar, etc.)
 - The contestants ability to “Tell the Beef Production Story”
5. The contestants should be well versed in all areas of beef production and the beef industry.

APPLICATION REQUIREMENTS

1. Applications for the three positions are due through [Jotform](#) and must be completed by **Nov. 1, 2023**.
2. Applications must include the following to be considered complete:
 - Completed application of personal information
 - Certificate of completion for the [Masters of Beef Advocacy Program](#) (MBA). If you still have a valid MBA certificate for a previous reason, please upload the completed certificate to the application.
 - Review the “[Beef Its What’s for Dinner](#)” web page for study materials.
 - Study the websites www.explorebeef.org, other beef websites and publications.

CONTEST DETAILS

After submitting the application, you will receive a code to access the Shasta County Cattlemen Google Classroom. There are three assignments to complete for the judges before the Zoom interviews.

1. Beef Education
 - Contestant must create a slide show presentation comprised of 3 to 5 slides on a topic to educated consumers, youth, or the general public.
 - Your presentation needs to include the following:
 - Introduction - What is the goal of the lesson
 - Activity – Describe the activity that teaches this lesson
 - Closing – What will they have learned

FOR HELP OR QUESTIONS, PLEASE CONTACT:

Chloé Fowler
cfowler@hereford.org

Lindsay Fernandez
lindsay_fernandez04@yahoo.com

CONTEST DETAILS CONT.

- During the Zoom interview portion of the contest, you will give this 3 to 5 min. presentation explaining your slides and the lesson you will be teaching. Keep in mind you are not teaching cattle people you are looking to teach consumers, youth, or the general public.
2. Social Media Entry
 - Create a social media graphic and accompanying post text.
 - Posts should be created for the consumer not someone in the cattle industry.
 - The post must contain content from areas such as: beef nutrition, animal welfare and safety, beef marketing, beef production, news in the beef industry or your life as it applies to the beef industry.
 - Senior Beef Ambassador Contestants - Must submit 2 Social Media Posts
 - Junior Beef Ambassador Contestants - Must submit 1 Social Media Post
 - Beef Princess Contestants - No Social Media Post
 3. Issue Response
 - Contestants will be provided with a topic or questions regarding the beef industry, and will compose a brief (150 words or less) response.
 - Each contestant will be scored on their ability to respond to an industry article by thoughtfully answering questions, identifying misinformation, and listing positive consumer information.
 - Questions can be from any or all of the following topics:
 - Antibiotics
 - Beef Life Story
 - Social Media in the Beef Industry
 - Factory Farming
 - Plant Based Alternatives
 - Once this activity is started, contestants only have 30 min. to complete the question.
 4. Beef Princess Specific
 - Beef Princess contestants will also be judged on how many tickets they sell for the Beef Ambassador and Beef Princess Dinner. Tickets can be received and communication for sales will be through Ginger Fowler, gmranch@live.com.

COMMITMENTS

Contestants participating in the Shasta County Beef Ambassador and Beef Princess contests will receive monetary incentives sponsored by the California Beef Council and/or the Shasta County Cattlewomen's Association. In order to receive these monetary incentive contestants must agree to the following commitments to receive their incentive monies

Commitments

- Agree to represent the Shasta County Cattlewomen as a Shasta County Beef Ambassador from December of 2023 to November of 2024.
- Attend a minimum of 3 of the 10 monthly meetings.
- Work to help Shasta County Cattlewomen chairs to create beef education and social media content.
- Participate in a minimum of 3 "engagements" – either in-person or virtual events. (i.e., State Conference, Spring Meeting or events as requested by Shasta County Cattlewomen units)
- Be present at the following Shasta County Beef Ambassador and Beef Princess Dinner to announce the new representatives.

FOR HELP OR QUESTIONS, PLEASE CONTACT:

Chloé Fowler
cfowler@hereford.org

Lindsay Fernandez
lindsay_fernandez04@yahoo.com

PRIZES & INCENTIVES

Incentives

Beef Ambassador

- Senior Division:
1st Place =\$150.00 & Buckle
2nd Place =\$25.00
- Junior Division:
1st Place =\$150.00 & Buckle
2nd Place =\$25.00
- All other Contestants:
\$10.00 gift card

Beef Princess

- 1st Place =\$150.00, Buckle and Tiara
- 2nd Place =\$25.00

APPLICATIONS DUE BY DEC. 1, 2023

[Apply Here](#)

FOR HELP OR QUESTIONS, PLEASE CONTACT:

Chloé Fowler
cfowler@hereford.org

Lindsay Fernandez
lindsay_fernandez04@yahoo.com