

Shasta County CattleWomen

Junior and Senior Beef Ambassador

Beef Ambassador Requirements

- Applicant for Junior Beef Ambassador must be 12-16 years of age as of September 1, 2021
Senior Beef Ambassador must be 17-20 years of age as of September 1, 2021
- Applicant may be male or female, must have transportation and be able to promote beef as part of a healthy diet
- The Junior Beef Ambassadors and the Senior Beef Ambassador winner will represent SCCA/SCCW at the California State Beef Ambassador Contest. This competition will determine the state ambassadors to represent the Northern region. California Senior Beef Ambassador winner may also be invited to compete for a National Collegiate Beef Advocate position.

Beef Ambassador Duties

- Applicant will be asked to help at the Shasta County Cattlemen/CattleWomen's Red Barn during the Shasta District Fair in June
- Applicant will represent SCCA/SCCW at public activities pertaining to the beef industry throughout the year
- Must attend beef princess & beef ambassador annual dinner March 26th

Beef Ambassador Contest

- Contest consists of three parts: interview, mock consumer promotion/interaction, and a written issue response
- Contestant must be able to answer questions on current beef industry issues
- Contestant will introduce themselves during dinner and participate in a mock consumer interaction

Judging Criteria

- Speaking Ability, Personality & Poise and Knowledge of the Beef Industry
- Interview by Judges
- Mock Consumer promotion/interaction
- Written issue response

What do you win?

The Junior and Senior contest winners will win a shirt, belt buckle, \$100 and will go on to represent Shasta County CattleWomen at the California State Beef Ambassador Contest (expenses paid).

Place and Time

Feb 26, 2022 at Good times Pizza in Palo Cedro

Contestants arrive at 11 am

Contestants will be contacted and provided with study material prior to the competition.

Beef Princess & Beef Ambassador Annual Dinner

*Contestants eat for free. Families may purchase tickets in advance at \$35 each or at the door for \$40.00 Table of 8 for \$300, includes \$100 raffle ticket package and a bottle of wine.
by calling Debora 530-474-6056 or Lindsay at 530-262-8334

Shasta County CattleWomen

c/o Debora Scammon

29786 Wengler Hill Rd Shingletown, CA 96088

Questions: Debora Scammon 530-474-6056

Shasta County Beef Ambassador Entry Form

Applications must be mailed in by February 10

Name _____

Address _____

City _____ State _____ Zip _____

Telephone # _____ Cell # _____

Name of Parent/Guardian _____

School _____ Date of Birth _____ Age _____

Please list clubs, organizations, or honors that you have received. Include any special activities in which you have participated, including the number of years of participation.

What are your favorite hobbies?

Why would you like to be a Shasta County Beef Ambassador?

By signing below, I agree to all terms and requirements set forth and to always represent the CattleWomen and Cattlemen's Associations to the best of my ability. As a parent/guardian, I agree to aid my minor child in fulfilling their duties set forth in this document.

Applicant Signature

Date

Parent/Guardian

Date

All applicants will be supplied with study information
Information packets will be given out, brief outline of the program will be discussed.
Please complete and mail no later than February 10 to

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