

**2012
GEORGIA
BEEF AMBASSADOR COMPETITION
DETAILS PACKET
(Subject to Change)**



**APRIL 7, 2012
REGISTRATION- 8:00 – 8:30 a.m.
TIME- 8:30 – 11:30 a.m.**

In conjunction with

GEORGIA CATTLEMEN'S CONVENTION & BEEF EXPO

PERRY, GA

RULES AND REGULATIONS

April 7, 2012

8:30 – 11:30 am

GCA Convention & Beef Expo

Perry, GA

*Open to all youth ages 12-20,
including 4-H, FFA, FHA, and other youth organizations.*

Purpose:

For youth to know the nutritional value, the economic value, cooking principles, safe handling and versatile use of beef and to understand the importance of beef as an agricultural product.

Sponsors:

Georgia CattleWomen's Association

Georgia Beef Board

ELIGIBILITY AND PREREQUISITE FOR ENTRY IN STATE COMPETITION

1. Senior division contestants must be at least 17 years of age by September 1st of the contest year, but not over the age of 20 by September 1st of the contest year.
2. Junior division contestants must be at least 12 years of age by September 1st of the contest year, but not over the age of 16 by September 1st of the contest year.
3. Contestants may enter the state competition in subsequent years, unless they have previously won the senior division of the Georgia Beef Ambassador contest.
4. Contestant entry form must be postmarked by **March 1, 2012** for consideration.
5. Junior Division contestants must be accompanied by an adult.

FOUR 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 FOR SENIORS

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** -Contestants will be provided with curriculum in which to prepare a lesson plan to present to an elementary class of students. The length of the lesson plan and age of the students will be determined prior to the contest and sent with the curriculum package. A situation will be set in which the contestant will make the presentation to "students". The students will have a set of questions to ask regarding the presentation. A panel of judges will observe the interaction and score the contestant on their organization, age appropriateness, key message delivery, creativity of presentation, ability to hold the attention of the students.

4. **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.

AREAS OF EVALUATION OVERVIEW FOR JUNIORS

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.

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THE DECISION OF THE JUDGES IS FINAL.

RULES

1. All information presented by the contestant in each judging area must be factual based on data provided on the Explore Beef website or through personal research. Go to the website at www.explorebeef.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 2012. The following are the awards for the **national contest only**:

Top 5 \$1,000.00 (upon fulfillment of requirements)

ANCW Foundation will award a \$1,000.00 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 age youth. 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. GCWA will cover the cost of travel, hotel and registration for the state senior winner and an adult chaperone to attend the national contest.

Junior division contestants are not required to complete these requirements, but are encouraged to actively share the Beef story with youth and consumers in their communities.

Jr. Division

The state junior division winner will compete in the National Beef Ambassador Competition held in the fall of 2012. GCWA will cover the cost of travel, hotel and registration for the state junior winner.

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, plus travel, hotel and registration for the contestant to attend the national competition in the Fall of 2012.
	Second Place:	\$75 Cash
	Third Place:	\$50 Cash
Sr. Division	First Place:	\$150 Cash, plus travel, hotel and registration for the contestant and a chaperone to attend the national competition in the Fall of 2012.
	Second Place:	\$100 Cash
	Third Place:	\$50 Cash

**2011 REGISTRATION FORM
BEEF AMBASSADOR COMPETITION**

RETURN BY:
March 1, 2012

TO: Brooke Williams
Georgia Beef Board
P.O. Box 28230
Macon, GA 31221
FAX: (478) 474-5732

The Georgia Beef Ambassador contest is open to **all youth ages 12 (as of January 1, 2012) through 20 (as of January 1, 2012).**

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE () _____ FAX () _____

COUNTY _____ EMAIL _____

BIRTHDATE _____ GRADE IN SCHOOL _____

DIVISION _____ Junior (age 12-16)
 _____ Senior (age 17-20)

Student

Date

Parent/Guardian

Date