



Minnesota Beef Spokesperson Program

The Minnesota Beef Spokesperson Program provides an opportunity for youth to educate consumers and students about beef nutrition, food safety and stewardship practices of beef farmers. The Minnesota Beef Spokesperson team will consist of the Minnesota Beef Spokesperson and 2-4 team members. The Beef Spokesperson team will promote beef and farming as they develop skills of leadership, communication and self confidence. The program spotlights the positive impact cattle farming has on our health, economy, and environment.

Competition Judging Areas

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 beef and farming in a positive light.

2. Issues Response - Each contestant will be provided with a recently published news article regarding the beef industry. Each contestant will write a brief response to the article. The judges will score the contestants on their ability to respond to an article about beef by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

3. Classroom Presentation - Contestants will develop a lesson plan to present to an elementary class of students. 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 and ability to hold the attention of the students.

| | |
|---------------|--|
| When | <ul style="list-style-type: none">• MN Beef Spokesperson Competition will be held at the MN Beef Expo, October 20, 2011 at the CHS Miracle of Birth Center on the Minnesota State Fair Grounds |
| Who | <ul style="list-style-type: none">• Age Categories - Ages as of Jan 1, 2012• Senior 16-19• Juniors 13-15 |
| Prizes | <ul style="list-style-type: none">• Senior winner will receive a \$500.00 Scholarship• Junior winner will receive \$100.00 |

For more information contact:

**Carol Abrahamzon,
17374 Freeburg Ridge Road,
Caledonia, MN 55921**

cabrahamzon@gmail.com

507.725.3905

Be a Part of the Team, Speak out for the Beef Industry!

