



Minnesota Beef Spokesperson Program

(Formally the MN Beef Ambassador and Beef Queen Programs)

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

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

4 New Areas of Competition!

3 or 4 will be included in the MN Beef Spokesperson Competition

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.

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 industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

3. 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 nutrition literature and recipes. Scripted "Consumers" will approach the table to take the samples. 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 the consumers with the appropriate information to answer their questions.

4. Classroom Presentation - Contestants will be provided with curriculum in which to prepare 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.

MN Beef Spokesperson Competition
will be held at the MN Beef Expo,
October 15, 2009 at 4:30 p.m.
in the CHS Miracle of Birth Center
on the Minnesota State Fair Grounds

2 Age Categories - Ages as of Jan 1, 2010
Senior 16-19
Juniors 13-15

Senior winner will receive a \$500.00 Scholarship
and the opportunity to compete at the
National Beef Ambassador Competition
for up to \$1,500.00 in cash and Scholarships

Junior winner will receive \$100.00

For more information contact:

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Check out the National Beef Ambassador web site: www.nationalbeefambassador.org