

SE-RBAP CONTEST RULES

1. There is a limit to the number of entries a state may send to the Regional competition.
2. Information about resources for preparation will be covered at the Workshop and sent from the Beef Ambassador Chairman upon request of the contestant.
3. All information provided by the contestant in each judging area must be factual based on data provided on the Facts About Beef website or through personal research and experience.
4. Contestants may introduce themselves by their first name. Inadvertent identification of their last name will not disqualify them but is discouraged.
5. Business or business casual attire with dress shirt tucked in is encouraged. Overall appearance will be scored.
6. **The decision of the judges is final.**

For more information or to register for the ABAP Workshop on April 7, contact:

Dr. Don Mulvaney
114 Upchurch Hall
Auburn University
Auburn, AL 36849

Email requests to: mulvadr@auburn.edu
Call to request: (334) 844-1514 or 1523

**DEADLINE FOR SE-RBAP
Workshop Registration is
March 19, 2018**

****Information in this brochure is subject to change at any time.**

Regional Beef Ambassador Program Workshop (April 7) Contest (July 14)

Registration Form:

Parent name: _____

Participant name: _____

Age: _____

Address: _____
_____ Zip _____

Contact info:

Email: _____

Phone: _____

T-shirt size _____

Include Registration fee: \$ 50

Attach a summary / beef resume.

Developing
Beef *Leaders* of
Tomorrow



DEPT. OF ANIMAL SCIENCES

REGIONAL Beef Ambassador



Let's Tell OUR
Beef Story...

2018 Workshop
(April 7) and
Regional Competition
(July 14 2018)

Sponsored by:

AU Department of Animal Sciences

Purpose

The Southeast Regional Beef Ambassador program (SE-RBAP) strives to provide an opportunity for youth to educate consumers and youth about beef nutrition, food safety, the economic value of the beef industry and stewardship practices of the beef industry. Our goal is to utilize our beef ambassadors to tell the beef production story to consumers and youth through promotion, education, media and the online environment.

This program is essential because today's youth are bombarded with anti-beef messages that often find their way into schools. Beef Ambassadors located across the Southeastern states go into classrooms, daycares, after school programs and attend youth organization activities where they make presentations about their personal experiences with beef and the beef industry, including industry messages on nutrition, animal welfare, environment and other key topics.

SE-RBAP Workshop (4/7)

The SERBAP workshop held at the Stanley Wilson Beef Center (or alternate sites) on the Auburn University campus, is designed to prepare youth with the foundational skills, coaching and direction needed to compete in the State Contest in July where participants from the SE Region may be selected to represent the region as members of the Regional Team at various state and Southeastern events as well as the National Cattlemen's Beef Assoc. Convention.

SE-RBAP Competition

How do I participate? Eligibility ?

Any high school youth between the ages of 14 and 18 and the SE Region is eligible to enter. (be in graduation classes of 2018, 2019, 2020 or 2021).

Awards

Pending sponsorships, monetary scholarship awards will be given to the top three individuals in the July 14 contest:

SERBAP Competition Location and Restrictions

A separate registration process will be extended to participants of the workshop for the contest. The Regional competition will be held **Saturday, July 14**, at the on the Auburn University campus. Check in and orientation will begin at 8:30 am with the competition beginning promptly at 9 am. Contestant numbers from each state may be limited to facilitate contest logistics. Contestant registration fees are TBA but pending sponsorships, will be commensurate to past fee structures.

Contest Categories

Each workshop participant will be coached in the following areas of evaluation for the July contest:

1. **Media Interview** – The contestant will participate in a mock media interview. The interviewer will have two or three pre-determined questions related to current topics in the beef industry 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 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 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 consumers with the appropriate information to answer their questions.
3. **Education & Outreach**-In this category, contestants will choose to complete **one** of three equally weighted activities/events designed to advocate for beef with youth and/or millennial audiences. Creativity and overall impact of the contestants' efforts will be evaluated. Contestants may choose from the following activities/events:
 - #1-Social Media Outreach via Facebook;
 - #2-Campus Event;
 - #3-Youth Classroom Presentation
4. **Issues Response** – Contestants will be provided with a recently published news article regarding the beef industry. Each contestant will be asked to compose a brief (250 words or less) response to the article. The responses will be judged by a panel of judges on the contestant's ability to respond to an industry article by thoughtfully answering questions, identifying misinformation and listing positive consumer information.

**SERBAP Workshop and
Contest SPONSOR Logos:**