Florida Beef Consumer Representative Contest

2011

Rules & Regulations

Sponsored by:
Florida CattleWomen, Inc.
Florida Cattlemen's Association
Florida Beef Council

Dear Advisors, Leaders, and Youth Organizers:

The Florida CattleWomen, Inc. is looking for a **Beef Consumer Representative** to promote beef across Florida.

Attached you will find information about the state competition. Please pass this information on to those interested in public speaking and the Beef Industry.

All forms must be post marked by the registration deadline Friday, July 15, 2011 to the Beef Consumer Representative Program Chairperson. The state competition will be held on Friday, August 5, 2011, at the FCA Headquarters in Kissimmee, Florida.

Tami Newsome
FCW Beef Consumer Representative Program Chair
PO Box 801
Riverview, FL 33568
(813)376-4966

tamnews1@hotmail.com

Florida Beef Consumer Representative Competition

Rules and Regulations

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Open to all youth ages 13-20

Purpose The Florida Beef Consumer Representative Program provides an opportunity for youth to become spokespersons and future leaders for the beef industry. The goal is to provide consumers with information about beef nutrition, safety, and convenience as well as to provide producers with industry information, including facts about the beef check-off program.

Sponsors Florida CattleWomen, Inc., Florida Cattlemen's Association, and the Florida Beef Council.

Statement of Requirements

The title Florida Beef Consumer Representative will refer to the senior state winner at the Florida Beef Consumer Representative Competition as determined by the judge's scores.

The Florida Beef Consumer Representative will be the official youth representatives of the Florida CattleWomen, Inc. (FCW) and the Florida beef industry. The term of the Florida Beef Consumer Representative will begin in September at the state competition and conclude the next September at the state competition. The Florida Beef Consumer Representative will be required to attend the Legislative Quarterly held in Tallahassee in March and lobby with the FCW Executive Committee as well as make visits to cattlemen's meetings and non-agricultural groups as requested. The Florida Beef Consumer Representative is also required to participate in 3 days of an ag-venture type program or farm city week activity. The Florida Beef Consumer Representative will be required to submit an article to the Florida Cattlemen and Livestock Journal quarterly and an activity report form for each event that they participate. The Florida Beef Consumer Representative is responsible to submit a welcome paragraph related to the Florida Cattlemen's Convention Theme by January 15th of their year of appointment. The Junior Florida Beef Consumer Representative is required to support the industry in his/her own county and surrounding counties as well as submit two (2) articles to the Florida Cattlemen and Livestock Journal. A complete list of requirements and expectations is contained in the FCW Qualifications and Standards and is attached to the rules and regulations. Both the Junior and Senior Florida Beef Consumer Representative must sign the FCW Qualifications and Standards no later than one week after the state competition. The Florida Beef Consumer Representative is expected to be available for assigned events and speaking engagements, to conduct themselves in a professional, mature manner and to

represent FCW, the Florida Cattlemen's Association, the Florida Beef Council and the beef industry in a positive light. A representative can be removed from the position at any time as determined necessary by Florida CattleWomen for reason of non compliance with standards of conduct or non performance.

Awards

The state competition will be held at the FCA Headquarters in Kissimmee on Friday, August 5, 2011. Registration is due on or before July 15, 2011 to the Beef Consumer Representative Chairperson.

1) The First Runner-Up will receive $75 in cash.
2) The State Winner will receive $100 in cash.
3) Will receive membership in the Junior Cattlemen's Association with magazine for the year.

The state competition will be held at the FCA Headquarters on Friday, August 15, 2011. Registration is due on or before July 15, 2011 to the Beef Consumer Representative Chairperson.

1) The First Runner-Up will receive $150 in cash.
2) The State Winner will receive $250 in cash and the potential to earn up to a $1,500 scholarship, and an opportunity to attend the Florida Junior Cattlemen's Tour.
3) Will receive membership in the Junior Cattlemen's Association with magazine for the year.
4) Will receive registration and two nights (Tuesday and Wednesday) at the Cattlemen's Convention in Marco Island. The winner will be required to attend the meals and activities included in the registration packet.

Eligibility and Prerequisite For Entry in the State Competition

1) Junior contestant must be 13 but not over 16 by January 1, 2011. The senior contestant must be 17 but not over 20 by January 1, 2011.
2) Contestants are required to give their presentation at least four (4) times prior to the state competition to **non-agricultural** related audiences; one may be to an agricultural group in the presenters county. Examples include: school groups, Women's Club, etc. Please report your presentation on the provided Florida Consumer Representative: Activity Report Form.
3) Appropriate state contestant entry must be submitted by July 15, 2011.
4) Junior contestants may win junior state competition only one time. Senior contestants may win senior state competition only one time. Therefore, previous first winners of the Beef Consumer Representative Program (formally known as the Beef Ambassador Program) competition are not eligible to participate in the same division.
5) Contestants must be accompanied by an adult to the State competition. The state senior winner must be accompanied by an adult to the Cattlemen's Convention
6) The contestant must be single, cannot be or become married or a parent.

Areas of Evaluation in the Competition

1) Classroom Presentation – Contestants will develop a classroom lesson for 3rd grade youth regarding beef nutrition or production using the "Pasture to Plate" information packet found at http://www.beeffrompasturetoplate.org **NO** policy or lobbying lessons are allowed. 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. Questions derived from the lesson or the information from the "Pasture to Plate" website may be asked by the judges after the presentation.

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 the consumers with the appropriate information to answer their questions.

3) A 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.

4) Issues Response – Each contestant 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. 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.

THE DECISION OF THE JUDGES IS FINAL.

The Presentation

Each junior contestant is required to present a three to five minute classroom lesson for third grade youth. Each senior contestant is required to present a five to eight minute classroom lesson for third grade youth. Lessons should bring to light the importance of the beef industry and the importance of beef as an agricultural product; spotlighting the positive impact the beef industry has on our economy and families.

The Presentation

1) Must be **factual** - based on information from the "Pasture to Plate" website, http://www.beeffrompasturetoplate.org, and through personal research.
2) **All** information must be referenced to the judges at the conclusion of the presentation or in written form.
3) Lesson should have a theme that is addressed throughout the entire presentation.
4) After the presentation, judges will ask questions of the senior contestants only based on his/her presentation. Two to three minutes will be allowed for questions. Contestant answers to judges' questions will be evaluated in two areas: information given; and the poise of the contestant in answering questions.
5) If the presentation is less than three minutes or exceeds five minutes in length for juniors and less than five minutes or exceeds eight minutes for seniors a point deduction will be taken from the final score based on the variance in which the final standing in the competition may be affected.
6) **Visual aids** are permitted for the classroom presentation. The list of approved visual aids are as follows: food guide pyramid, soap, grass/hay/ roughage sample in the amount of not more than 1 cup, feed sample of not more than a small zip locked bag, baseball, bottle of glue, and Florida Beef Council brochures.

6) **NO** note cards.(**Juniors may use note cards**)

7) Contestants must not to identify themselves by name or county.
8) After each contest segment, contestants are required to return to the holding room. Contestants are encouraged not to discuss the judges' questions with others.

FLORIDA BEEF CONSUMER REPRESENTATIVE
ENTRY FORM

Entry Deadline: Friday, July 15, 2011

Complete and mail or e-mail the form to:

Tami Newsome
P.O. Box 801
Riverview, FL 33568
(813)376-4966
tamnews1@hotmail.com

Name_____ County _____

Address _____ City _____ Zip _____

Phone _____ Email address _____

Age _____ Birth Date _____

Printed Name of Parent/Guardian _____

Signature of Parent/Guardian _____

Contest Date: August 5, 2011

FLORIDA BEEF CONSUMER REPRESENTATIVE ACTIVITY REPORT FORM

Presenter Name_____ Activity Date: _____

Address_____

City_____ State_____ Zip _____

Phone_____ Email _____

Group or Organization Name: _____

Title of Presentation: _____

Type of Event: Ag in the Classroom In-store demonstration Other _____

Approximate audience number _____

Please check the box that best describes the activity/group you worked with:

News Media Organization Youth Education & Information Organization
Civic Organization Food/Health Organization
Beef/Agricultural Industry Organization
Other_____

Activity done in urban area of _____ (city)
Population _____ (number)

Did the activity receive any additional publicity other than at presentation time (ex: newspaper/magazine/ newsletter articles, radio or television coverage/interviews)? Yes _____ No _____

If yes, please provide circulation numbers for print media coverage and/or estimated audience reach of electronic media coverage.

Publication/Station Name	Media Type (i.e. newspaper, radio, magazine, etc.)	Circulation or Audience Size
ex: KVTV	*Television*	*25,000 Homes*

Please describe additional media coverage below and attach copies if possible.
For example: I was interviewed on the KVTV cooking show, Cooking with Kate. I explained about the role of beef in a healthy diet.

Signature of Representative at Activity/Event Date

_____ _____
Printed Name of Representative Contact Phone Number

Completion of this form is essential to participate in the Florida Beef Consumer Representative Program. Must be turned in along with FBCR Registration or turned in two weeks after the activity/event to receive credit.

THIS FORM MAY BE RETURNED TO:

Tami Newsome
PO Box 801, Riverview, FL 3333568
Email: tamnews1@hotmail.com