



General Information



Goals:

The Ohio Beef Ambassador Program (OBAP) provides an opportunity for youth to educate consumers and students about beef nutrition, food safety and stewardship practices of the beef industry.

The Beef Ambassador Team will promote the beef industry as they develop skills of leadership, communication and self-confidence.

The Beef Ambassador Program seeks to educate team members about the beef industry so that they may be better prepared to tell their own story regarding agriculture.

Objectives:

To encourage young people to become involved with the beef industry and develop into the future leaders of the industry.

To encourage hands on experience by team members in the areas of education, promotion, and consumer awareness.

To always promote the beef industry in a positive and educational manor to consumers and students.

To wisely use resources to further the education and abilities of team members while presenting beef information to consumers and those interested.

Requirements for Competition:

To compete in the Ohio Beef Ambassador Program annual contest, participants must be 18-23 years of age as of January 1 during the year in which they are competing for the ambassador team.

Participants or their families do not need to be actively involved in the beef industry or belong to the Ohio Cattlemen's or Ohio Cattlewomen's Association or any other agricultural organization.

Individuals may compete for a place on the ambassador team as long as they are eligible or until they have been named the winner.

Contestants may not enter any competition to serve as an ambassador for a competitive meat industry while serving as an Ohio Beef Ambassador.

General 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 outreach.
2. Contestant may introduce themselves by constant number **only** in their presentations. Inadvertent identification of name will not disqualify contestant, but will result in a point deduction.
3. Contestants on day of competition must attend all activities scheduled by Ohio Beef Council and Ohio Cattle Women meeting.

General Expectations of the Ohio Beef Ambassador Team:

Team members will conduct themselves in a professional manner at ALL events and/or when they are wearing the OBAP logo.

Team members will attend a workshop coordinated by the Ohio Beef Council in the days following the contest.

Team members must participate in up to three hours of training and orientation at the beginning of their tenure which will be conducted by the Ohio Beef Council staff.

Team members will be introduced at the Ohio Cattlemen's Association banquet the evening of the contest itself.

Team members must complete the online Masters of Beef Advocacy training offered through the National Cattlemen's Beef Association.

Team members must assist with at least two consumer events such as; Celebrate the Steak Day at the Ohio State Fair, Ohio's Heartland Cuisine at the Ohio State Fair, Taste of Home Cooking Show, Team BEEF Ohio or any other available consumer event that is being coordinated by the Ohio Beef Council.

Team members are required to complete at least three youth presentations at different schools to elementary, middle or high school students. Team members may do this through the extension of the BEEFonomics program facilitated by the Ohio Beef Council.

Team members must contribute to at least one entry in the Ohio Beef Council's Ohio Beef Bytes blog page. In all, team members must agree to at least 20 hours of volunteer time as an Ohio Beef Ambassador promoting beef and the beef industry.

Team members are free to plan their presentations and will be reimbursed for mileage and other expenses. Team Members will coordinate with the Ambassador Program Manager to complete the Ohio Beef Council Requirements for reimbursement which are 1) a promotion request – this is a planning tool to aid in estimating costs, what is being planned and any supplies needed. 2) A promotion activity report – this is the follow-up that records what was done and how many people were reached. This report also helps for planning future activities. 3) An expense report – this report list expenses including mileage for reimbursement.

While the OBAP contest will choose a team of Ambassadors, one overall winner will be chosen through a second competition between team members evaluated on expectations above to attend a fully funded trip, by the Ohio Beef Council and Ohio CattleWomen, to the National Cattlemen's Beef Association (NCBA) Convention. The team member selected will attend the NCBA Convention following their one year term as an OBAP member. The 2017 NCBA Convention will be held February 1-3, 2017 in Nashville, Tennessee.

Ohio Beef Ambassador Program – Frequently Asked Question's:

What is the purpose of the Ohio Beef Ambassador Program?

The purpose of the OBAP is to provide Ohio consumers and students with positive nutritional, economical, environmental and educational information related to beef consumption and the beef industry in general. Participants learn how to effectively address issues and misconceptions, accurately share industry information and promote the versatile utilization for beef consumption.

When is the OBAP contest?

The contest to select the OBAP team will be held in cooperation with the Ohio Cattlemen's Association annual meeting and banquet.

What does the winner of the OBAP contest receive?

In addition to receiving local recognition for winning the contest, winners will receive an award, industry and media training, travel opportunities across Ohio, invaluable experience and exposure in the beef industry and an opportunity to attend the 2017 NCBA Convention in Nashville, Tennessee.

How long is the OBAP Team term?

The term of the OBAP team is one year. Beginning at the culmination of the OBAP contest at the OCA's annual meeting and ending one year later at the same time.

How do I find information about my county's beef ambassador program?

You may contact Ohio Beef Ambassador Manager, Kathy Sautter at 419-492-2576 or via e-mail at ksautter2@frontier.com. Or Ohio Beef Council staff, Emily Jackson at 614-873-6736 or e-mail at ejackson@ohiobeef.org.

How is the OBAP funded?

The Ohio CattleWomen (OCW), manages the OBAP in partnership with the Beef Checkoff Program. It is a voice for young people who share a passion for the U.S. beef industry, promoting and supporting the industry while encouraging involvement in beef and agribusiness.

The OBAP is funded in part by the Beef Checkoff program. The Ohio Beef Council (OBC) engages with Ohio's producers and consumers to strengthen the demand for beef with the goal of maintaining the profitability and growth of Ohio's beef industry. It is part of a coordinated state/national marketing effort funded by beef producers through the beef checkoff program. OBC collects the \$2 per head beef checkoff each time cattle are sold. Fifty cents of the federal dollar is invested in national beef demand building programs by the Cattlemen's Beef Board. The remaining fifty cents and the state \$1 are invested in Ohio by the OBC. The organization is directed by a 15-member Operating Committee of cattlemen appointed by the Ohio Director of Agriculture, representing the state's beef, dairy and veal producers.

Additional funding is provided by industry partners who believe in supporting the next generation of cattle producers and advocates.

Three Areas of Contest Evaluation:

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 clarity of point. A panel of judges will observe the interaction for; knowledge, articulation, poise and the contestant’s ability to “Tell the Beef Story” and present the industry in a positive light. Scoring will be done by judges only. The contestants should be well versed in all areas of beef production and the beef industry in relation to consumers. Special attention should be paid to all current industry issues.

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.

Issues Response – Contestants will compete in a question and answer period for their issues response portion. The judge will have a pre-determined set of questions to remain the same for each contestant. The contestants will answer questions regarding current beef industry topics.

Contestant Preparation Tips:

1. Review the Rules and Regulations of the contest in detail. Never hesitate to reach out to the OBAP Manager for assistance.
2. Complete the Master of Beef Advocacy Program (MBA). It is of no cost, self-paced and loaded with great industry facts and resources.
3. County chairs, contestants and their parents should establish a clear communication pattern. Be sure to tap into e-mail, text messages and Facebook as they can serve as effective mediums for communication.
4. Conduct mock consumer demonstrations and media interviews, asking questions related to hot button industry topics such as;
 - a. Grassfed vs. Conventionally fed vs. Organic beef. What’s the difference?
 - b. Is beef safe? Why?
 - c. I’ve heard beef causes heart trouble, but I like it! Should I be concerned?
 - d. I’ve seen the animal abuse videos from Mercy for Animals... Does eating beef support bad behaviors by farmers and ranchers?
 - e. Being vegan saves at least 50 animals per year from death. I think eating meat is murder!
 - f. I’m tired of the same old beef recipes. What should I try?
 - g. I’m not sure about all the hormones and antibiotics used in beef production... It makes me want to avoid eating beef.
 - h. Corn; Food vs. fuel
 - i. Meatless Mondays
 - j. How does beef fit into a healthy diet?
 - k. How can I fit beef into my budget?

5. Follow the National Beef Ambassadors on Twitter (@beefambassador) and Facebook. New posts are added daily.
6. Schedule time each week to read beefy articles and blogs like the Beef Magazine Daily.
7. Practice sharing powerful personal examples instead of data dumping. Statistics are valuable, but they should be coupled with real life stories to have the biggest impact on the audience.
8. Watch the NBAP YouTube videos to learn by example and to hear some interesting stories.
9. Participate in OCW's training day where contestants, cattlemen, local teachers and community experts review best practices for each area of competition. Practice, practice, practice.
10. Search YouTube for videos that provide tips on presentations and overcoming fear of speaking, with a goal of finding two videos each week. Prepare short written summaries of what can be implemented during the contest to reinforce key concepts.
11. Review Ohio score sheets, looking carefully at the areas in which judges will be scoring contestant performance.
 - a. Mock Consumer Demo
 - b. Issues Response
 - c. Media Interview
12. Explore all online information about your beef checkoff program at mybeefcheckoff.com
13. Study all the beefy information on factsaboutbeef.com