**Oklahoma Beef Advocate Program**

**(formerly the Beef Ambassador Contest)**

**Hosted by:** Oklahoma CattleWomen, Inc.

This is a statewide competition open to Oklahoma youth from grades 5th – 12th. The contest is held in March or April at OKC West Stockyards in conjunction with the commercial cattle grading scholarship contest.

**Goal: Create and implement youth advocates who will further their knowledge of beef education and consumer interaction.**

**Competition:**There will be two mock interactions.

**1.  Media** – the contestant will participate in a mock media interview.  The interviewer will ask pre-determined questions with the option to ask follow-up questions.  A panel of judges will observe the interaction for knowledge, articulation, poise and the contestant’s ability to explain beef production and present the beef community in a positive manner.

**2.  Peer** – A staged conversation between contestant and his/her peer which includes beef production and/or nutrition.   A panel of judges will observe each contestant on their ability to relay to their peers appropriate and accurate information regarding beef community and beef nutrition.

**Junior Contestants:** Current grade 5th -8th

**Senior Contestants:**  Current grade 9th-12th

**Prizes: Cash awards**

**Junior Division:**
1st place, $300
2nd place, $200
3rd place, $100

**Senior Division:**
1st place, $500

2nd place, $300
3rd place, $200

For more information about this contest contact:
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**Contest Resources**
[www.beefitswhatsfordinner.com](http://www.beefitswhatsfordinner.com/)

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