

**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 5<sup>th</sup> – 12<sup>th</sup>. The contest will be held April 12, 2024, 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 5<sup>th</sup> -8<sup>th</sup>

**Senior Contestants:** Current grade 9<sup>th</sup>-12<sup>th</sup>

**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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