



2023 NEW MEXICO BEEF AMBASSADOR COMPETITION

Entry Deadline-----May 31st, 2023

The New Mexico Beef Ambassador Program, managed by the New Mexico CowBelle organization, strives to provide an opportunity for youth to educate consumers and students about beef nutrition, food safety and stewardship practices of the beef industry. Beef Ambassadors tell their beef production story to consumers and students through promotion, education, media and the online environment.

June 4th, 2023 @ 2:00 PM

Ruidoso Convention Center

In conjunction with the NMCB Mid-Year Meeting

~ Contestants must be age 16-20 by entry date ~

Three to Five Member New Mexico Beef Ambassador Team

During their two years of service to the NM CowBelles, the Beef Ambassador team will travel throughout the state to promote the beef industry through educational programs, presentations, special events and social media. The second year will serve as a mentor to the newly chosen ambassadors.

New Mexico Beef Ambassador Contest

1) Attire:

Professional attire befitting a presentation before a group.

2) Speech or Presentation:

Each contestant will prepare and present a 5-to-7-minute educational and interactive speech, PowerPoint presentation, or demonstration based on a relevant topic within the beef industry. Topics can relate to any aspect of beef production including but not limited to environmental science, marketing, management, sales, public outreach, education and/or emerging technologies.

3) Resources:

Websites: www.factsaboutbeef.org, www.beefnutrition.org,
www.beefitswhatsfordinner.org, www.beeffrompasturetoplate.org, [www.agweb.com/
livestock/beef/news](http://www.agweb.com/livestock/beef/news), www.beef.org, www.nmbeef.com, and www.nmagriculture.org

Print Media: NM Stockman, Drover's Journal, NMSU Cooperative Extension Publications, Beef Magazine, Progressive Cattleman, etc.

4) Interview:

Each contestant will be interviewed by a panel of judges who will ask questions of the contestant to further assess the individual's ability to become the next youth spokesperson for the beef industry.