

# **Tehama County Beef Ambassador**

## **Contest Details**

**Sunday, March 12, 2023 at 2:00pm**  
**Applications are due March 3, 2023**  
**Tehama County Farm Bureau**  
**275 Sale Lane, Red Bluff, CA 96080**

The contest will be judged by a panel of judges and will be open to the public. In general, contestants will be judged on their knowledge, articulation, poise, and the contestant's ability to "tell the beef production story" and present the industry in a positive light.

The contest will consist of a written response, a personal interview, and a prepared 5-7 minute speech of their choice on a topic or question regarding the beef industry. Contestants will be scored on their ability to thoughtfully identify misinformation, list positive consumer information and answer questions. Speeches should be created for the consumer, not someone in the cattle industry.

Topics may be from any or all of the following topics:

- Beef Nutrition
- Animal Health and Welfare
- Beef Marketing
- Antibiotics
- Beef Life Story
- Social Media in the Beef Industry
- Factory Farming
- Plant Based Alternatives

**For more information or any questions, please contact:**

Kari Dodd, Beef Ambassador Chair  
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