

## 2011 Beef Ambassador Project

**Mission Statement:** The National Beef Ambassador Program provides an opportunity for youth to become spokespersons and future leaders for the beef industry.

**Sponsor:** The American National CattleWomen, Inc. coordinates the National Beef Ambassador Program with the National Cattlemen's Beef Association. It is funded in part by the national beef checkoff, which is administered by the Cattlemen's Beef Promotion and Research Board.

**Eligibility:** Each state is eligible to enter one youth. Contestants must be 17 but not older than 20 by January 1, 2011. In Virginia, the national representative is selected through participation in the Virginia 4-H Beef Ambassador Project. The 4-H program is a component of Virginia Cooperative Extension, with 95 county and 12 city offices. For more information, contact your local 4-H Extension Agent.

**Brief Description of Virginia Program:**

Four-H'ers do **not** have to have a background in agriculture or own beef cattle. The purpose of the project is to develop a presentation that focuses on the importance of **beef cattle** as an agricultural commodity and on **beef products** as a component of a healthy diet. The competition is strictly a public speaking contest.

All senior 4-Hers are able to participate in the competition at 4-H Congress, which is held at Virginia Tech in June. Because the national representative must be at least 17, younger 4-Hers may compete, gain experience, and win scholarships and medals, but cannot advance to the national competition.

All 4-H members competing in the Virginia Beef Ambassador Project at 4-H Congress will receive a \$50 scholarship following the State competition.

Virginia Beef Ambassador Coordinators: Sally Farrell (sfarrell@vt.edu) and Debbie Snead, (dsnead@vt.edu)