

DATE: February 3, 2005

TO: Potential Beef Ambassador Contestants

FROM: Paul Slayton, Pennsylvania Beef Council

RE: Pennsylvania's Beef Ambassador Program

The Pennsylvania Beef Council (PBC) and the Pennsylvania Cattlemen's Association (PCA) are searching for young adults within the state to become spokespersons for the cattle industry. The Pennsylvania Beef Ambassador will represent the PCA, PBC, and their affiliate organizations at agricultural and consumer events across the state. The selected individual will also receive a \$1000 scholarship at the end of the one-year reign.

The Cattlemen's Beef Board and the American National CattleWomen (ANCW) have developed the National Beef Ambassador Program, which selects a National Beef Ambassador from eligible state representatives. Previously, Pennsylvania's program rules did not comply with the ANCW's rules. The PBC and PCA have revised the program in hopes to send a candidate to the national competition to showcase the outstanding quality of young people involved in Pennsylvania's cattle industry.

The purpose of these programs is to train youth spokespersons to promote beef and the beef industry. Through preparation for the competition, contestants gain knowledge of the importance of beef as an agricultural product, while focusing on the positive impact of the cattle industry on producers, consumers, and the economy. Beef Ambassadors educate peers, consumers, and producers about food safety, nutrition, and the beef checkoff program. They also address misconceptions and issues facing the beef industry. The program is an excellent opportunity to serve as a leader and role model for other youth involved in cattle production.

Enclosed are the 2005 Beef Ambassador Program rules, responsibilities, selection qualifications, and judging information. The contest will take place during the Pennsylvania Beef Expo in State College, PA March 24-26, 2005. If you would like more information, please contact Paul Slayton, Pennsylvania Beef Council at 717-939-7000.