

## **2023 Texas Beef Ambassador Program Information**

We are seeking applicants with a desire to serve as ambassadors for the beef community and a willingness to develop strong communication skills. Following selection and notification, all 2023 Texas Beef Ambassadors will participate in two webinar trainings to prepare them for scheduled ambassador events and appearances in which to advocate on behalf of the beef community. Beef Ambassadors will work to identify opportunities to address the TBA mission wherever they go. Approved travel expenses will be reimbursed through the program. Throughout the program year, Beef Ambassadors will have the opportunity to interact with beef industry personnel and gain insight into various facets of the industry.

### **Texas Beef Ambassador Mission:**

The Texas Beef Ambassador Program, managed by Texas CattleWomen, Inc., provides opportunities for high school students to educate consumers about beef nutrition, food safety, and stewardship practices of the beef industry.

### **Texas Beef Ambassador Guiding Principles:**

Texas Beef Ambassadors share the beef production story with consumers and students through promotion, education, media, and online outreach. Working together as the Texas Beef Ambassadors, the ambassadors advocate on behalf of the beef industry as they develop skills of leadership, communication, and self-confidence.

### **Texas Beef Ambassador Qualifications:**

Selection of 5 ambassadors for the 2022-2023 school year will be done through an application and video submission. Eligible candidates must be a Texas resident and an enrolled Texas high school senior for the 2022-2023 school year. Participants and their families do not need to be actively involved in the beef industry, belong to Texas CattleWomen, or any other agricultural organization.

The application video should be a 3-7 minute response to a current industry topic or concern. Applicants may video themselves speaking or may recruit a volunteer to act as a consumer to interact with. A list of possible topic ideas are attached. All information presented by the applicant must be factual based and information sources (*explorebeef.org*, *beefitswhatsfordinner.com*, *beefnutrition.com*, *factsaboutbeef.com*, *bseinfo.org*, etc...) must be included in their application.

### **Texas Beef Ambassador Responsibilities and Expectations:**

Beef Ambassadors will work to identify opportunities to address the TBA mission and develop a plan to establish a presence and present BEEF education material/information at planned events.

1. Attend at least 5 TBA planned events during ambassador term
2. TCW and TBA meetings are not counted as events and are mandatory participation meetings
3. Min. once a week social media post promoting beef
4. Social media stories with updates at TBA events

### **Travel and Expenses**

1. All travel MUST be submitted for approval at least five (5) days prior to attending any event in writing with approximate expenses to the TBA committee.
2. Ambassadors must submit all approved expenses with receipts as well as documented automobile mileage on the required reimbursement form. Reimbursements must be submitted within 30 days after the activity to the Texas Beef Ambassador committee or reimbursement will be forfeited. Approved ambassador expenses are normally reimbursed after the fact. Expenses incurred should be in the most economical manner possible. Meal receipts must be submitted with a reimbursement form. Ambassadors will be reimbursed for mileage. Travel that is not approved prior to the event/activity will not be reimbursed.
3. Ambassadors may not travel without prior written approval.

## **Standards of Conduct**

*Standards of Conduct are listed alphabetically, not in order of priority or importance.*

### **Adherence to Law:**

Texas Beef Ambassadors shall abide by the laws of the jurisdiction(s) they are in. Shall never have been convicted of a felony crime or equivalent. Shall not have pending criminal charges (other than minor traffic violations, with the exception of DUI, Aggravated DUI, and Reckless Driving) or have adjacent criminal sentences pending against them. Shall disclose to the TCW Executive Committee of their criminal history and pending sentences other than minor traffic violations. Shall have and maintain a valid operator's license.

### **Adherence to Rules:**

Shall abide by all rules and regulations of Texas CattleWomen, Inc. including: Texas CattleWomen, Inc. Texas Beef Ambassador rules, general rules, written expectations, official communications and documents, and verbal direction from competent authority (Texas Beef Ambassador Coordinator, and TWC President). Concerns shall respectfully be brought to the attention of the involved Texas Beef Ambassador Coordinator of the Texas CattleWomen's President in a timely manner.

### **Confidentiality and Public Criticism:**

Shall exercise and maintain confidentiality in respect to all TCW issues, discussions, decisions, and other business of the Texas CattleWomen, Inc. A Texas Beef Ambassador shall not be publicly critical in words or actions of the TBA Coordinator, the TCW Executive Committee, or the TCW membership in a group or one-on-one.

### **Contracts/Agreements/Encumbrances:**

Ambassadors will not enter into any contract, agreement, purchase, or promise to pay that encumbers Texas CattleWomen, Inc. funds, members, resources, or commits Texas CattleWomen, Inc. as a responsible entity.

### **Disqualification:**

Adherence to all Standards of Conduct is required. Any violation may result in the disqualification of the individual from the program.

### **Insurance:**

Texas Beef Ambassador will be required to maintain personal health insurance and automobile liability insurance. Texas CattleWomen, Inc. assumes no liability for personal injury or property damage as a result of Beef Ambassadors' appearances and activities.

### **Personal Appearance:**

Attire while driving to events may be casual, but presentable in public. When arriving at an appearance location, the Texas Beef Ambassador shall be well dressed in appropriate attire.

**Personal Conduct:**

Personal conduct during official Texas Beef Ambassador appearances and in his/her private life should exemplify the highest standards of integrity, honesty, fairness, sincere concern, public services, poise, tact, and the traditional, family-oriented western lifestyle Texas Beef Ambassadors represents. Texas Beef Ambassadors will conduct herself/himself at all times in a manner that reflects favorably on them and their title as Texas Beef Ambassador, Texas CattleWomen, Inc., and the beef community.

- 1. Participants will not use tobacco products or drink alcoholic beverages illegally while identifiable as a Texas Beef Ambassador.*
- 2. There shall be no inappropriate postings on social media websites (i.e. Facebook, Twitter, Instagram, Snapchat, TikTok, etc..).*

**Political Activity/Endorsements:**

Texas Beef Ambassadors will not endorse or use his/her title to represent a political candidate, political party, or partisan cause. He/she may participate in public causes deemed by the Texas CattleWomen, Inc., or that support legitimate aspects of the traditional western lifestyle.

I, \_\_\_\_\_, have received a copy of the Texas Beef Ambassador Program Information and Standards of Conduct. I have also read, understand, and agree to uphold the Qualifications, Responsibilities and Expectations, and the Standards of Conduct.

\_\_\_\_\_  
**Applicant Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Parental Gardian Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**TBA Coordinator Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**TCW Presidnt Signature**

\_\_\_\_\_  
**Date**

## 2023 Texas Beef Ambassador Application

Applicant name: \_\_\_\_\_

*Please print clearly*

Birthdate: \_\_\_\_\_ Age: \_\_\_\_\_ Gender: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Parental Guardian: \_\_\_\_\_

Parental Guardian Email Address: \_\_\_\_\_

Parental Guardian Phone Number: \_\_\_\_\_

*I acknowledge that I meet all eligibility requirements and agree to abide by the rules of the 2023 Texas Beef Ambassador Program.*

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Parental Guardian

\_\_\_\_\_  
Date

## **2023 Texas Beef Ambassador Application**

- 1. Please explain your interest and/or involvement in the beef community.**
  
  
  
  
  
  
  
  
  
  
- 2. Please describe the qualities you possess that will make you an effective and success Texas Beef Ambassador.**
  
  
  
  
  
  
  
  
  
  
- 3. If selected as a 2023 Texas Beef Ambassador, what do you hope to accomplish for yourself? What do you hope to accomplish for the beef community?**

*You may use up to one(1) additional typed page for your responses.*

*Applications are due no later than August 1, 2022*

*Verification of eligibility will be confirmed by the TBA Coordinator.*

## **Texas Beef Ambassador Program Video Application Topics and Ideas**

### **Beef Nutrition**

- How beef plays a part in a healthy diet
- Why today's beef is leaner than ever before
- Is a ribeye a lean cut? If not, should it be eaten?
- What makes beef such a great protein to be served with fruits and vegetables?
- What's the nutritional difference between grass finished and grain finished beef?
- Is organic raised beef better for you than traditionally raised beef?
- Are nutritional values of beef different depending on the cattle breed?
- What is the BOLD diet and why should consumers care about its findings?
- Does beef cause cancer?

### **Cattle Care**

- How do farmers and ranchers take good care of their cattle?
- What is the purpose of using antibiotics and how are the use of antibiotics safe to use in beef cattle?
- What is the purpose of feedyards and is this a good option to finish beef?
- What is the purpose of growth hormones in beef cattle? How do you know they're safe for cattle and consumers?
- Does branding hurt cattle? Why is this method of animal identification used?
- What is de-horning and why is this done? Does it hurt the cattle?

### **Environment**

- What makes a farmer or rancher an everyday environmentalist?
- Name at least two examples of how beef producers are managing water effectively.
- What makes the "meatless" movement positive or negative for the environment?
- Are cows to blame for climate change?
- What is a ruminant and how do they impact the environment in a positive way?

### **Preparation, Convenience, and Safety**

- Is lean finely textured beef really 100% beef?
- How can consumers economize with beef?
- Why is it ok to eat steak at a lower internal temperature than ground beef?
- What can consumers do to ensure the beef they eat is safe?

*These questions are just a few examples of current issues commonly discussed between beef producers and consumers. It is not intended to be a complete list of all potential video topics. You may present your own topic that is current and relevant to the beef community. Please submit information sources with video submission.*

## **Texas Beef Ambassador Program 2022-2023 Program Timeline and Important Dates**

**August 1, 2022-** Application deadline by 5pm CST.

**August 8, 2022-** Texas Beef Ambassadors are notified and announced

**August 12, 2022-** Ambassador meet and greet (virtual or in person TBA). Discuss upcoming events.

**August 31, 2022-** BQA certification and Masters of Beef Advocacy should be completed (follow-ups to ambassadors will be done to track progress).

**September 5, 2022-** Ambassador meeting (virtual) to discuss BQA and Masters of Beef Advocacy.

**October 2022-** Attend Event (TBA) + Attend TCW's Fall meeting (TBA)

**November 2022-** Attend Event (TBA)

**December 2022-** Attend Event (TBA)

**January 2023-** Attend Event (TBA)

**February 2023-** Attend Event (TBA)

**March 2023-** Attend Event (TBA) + TWC Spring Meeting (TBA)

**April 2023-** Attend Event (TBA)

**May 2023-** Attend Event (TBA) Beef Month and end of program

*\*Monthly virtual meetings to be held as follow-ups to discuss event commitments, BEEF topics, fundraisers, education opportunities, answer questions etc...*

*\*\*Ambassadors to maintain a social media presence that educates consumers and allows a POV of the ambassador program that is engaging and inclusive for both consumers and beef industry fellows.*



## **Texas Beef Ambassador Fundraising Ideas**

- Trial dog mini series
- BEEF Cook-Off Competition
- Texas Cattlewomen's Ladies Luncheon and Fashion Show
- TBA Dinner: Live Music, Dance, and Silent Auction
- Ranch Run
- Summer Soiree: Dinner, Live Music, and Raffle
- Brunch and Bulls Livestock Sale