



2023-2024 Texas Beef Ambassador Program Information

We are seeking 5 program 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 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 program and 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 leadership, communication, and self-confidence skills.

Texas Beef Ambassador Qualifications:

A selection of 5 ambassadors for the 2023-2024 school year will be done through an application and video submission process. Eligible candidates must be Texas residents and enrolled Texas high school seniors for the 2023-2024 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 3-5 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 is attached along with the video evaluation form that will be used to score applicant videos. 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.

Minimum 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. Host a minimum of 3 TBA events during the term. All events are to be preapproved by the program coordinator and excludes locations and other events that might be for the purpose of beef producers or beef related events.*
- 2. Participate in TCW and TBA meetings whenever they are scheduled*
- 3. Work as a team and independently to accomplish beef advocacy efforts throughout the term*
- 4. Min. once a week social media post promoting the beef industry*

Travel and Expenses

1. All travel MUST be submitted for approval at least five (5) days before 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 before the event/activity will not be reimbursed.
3. Ambassadors may not travel without prior written approval.
4. TBA events held during the term that require demonstrations, products or tools to support the event can be reimbursed with PROIOR approval of the event. All event topics and materials must be obtained only through the Texas Beef Council for reimbursement.

Additional Details for Scholarship Applicants:

1. Applications are due no later than **Thursday, August 31, 2023.**
2. Awarded based on their participation throughout the term, TBA ambassadors have the opportunity to be awarded a \$1000 scholarship determined by the Texas Cattlewomen's executive committee.
3. Verification of eligibility will be confirmed by the TBA Coordinator.
4. Applications are to be sent to texasbeefambassadors@gmail.com with the subject format: *TBA Application (insert your name)*
5. Any application submitted with missing information will not be accepted.



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 TCW President). Concerns shall respectfully be brought to the attention of the involved Texas Beef Ambassador Coordinator of the Texas CattleWomen's President promptly.

Confidentiality and Public Criticism:

Shall exercise and maintain confidentiality concerning all TCW issues, discussions, decisions, and other business of the Texas CattleWomen, Inc. A Texas Beef Ambassador shall not be publicly critical of the 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 Ambassadors will need 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 Texas 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 Guardian Signature Date

TBA Coordinator Signature Date

TCW President Signature Date



2023-2024 Texas Beef Ambassador Application
(Part 1)

Applicant name: _____

Please print clearly

Birthdate: _____ **Age:** _____ **Gender:** _____

Address: _____

City: _____ **State:** _____ **Zipcode:** _____

Please attach proof of residency when submitting this application.

Name of attending high school: _____

Address of attending high school: _____

City: _____ **State:** _____ **Zipcode:** _____

Please attach proof of enrollment when submitting this application.

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 Texas Beef Ambassador Program and Texas CattleWomen, Inc.

Applicant Signature Date

Signature of Parental Guardian Date



Texas Beef Ambassador Program 2023-2024 Video Application

Please create a video related to the provided TBA video topics.

- Video submission maybe 3-5 minutes long, *not to exceed 5 minutes*
- Upon completion of your video application, please upload your video to YouTube
- Once your video application has been successfully uploaded, please include your YouTube video link with your TBA program application.

If you wish to upload your YouTube video application privately, please follow the instructions at this link (<https://strangershow.com/how-to-share-private-youtube-video/>) and add texasbeefambassadors@gmail.com to private viewers. If you choose to upload your video submission this way, please note this in your application submission.

If video submissions cannot be found or not received by the deadline your TBA application will not be accepted.



2023-2024 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 organically 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 feed yards 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 positively impact the environment?

Preparation, Convenience, and Safety

- Is lean finely textured beef 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 include information sources and links in the video bio when uploading video submissions to YouTube.



EXAMPLE SCORE CARD FOR VIDEO APPLICATION

Applicants name:

Score Key:

1= Needs work 2= Good 3= Very Good 4= Excellent

Content and Resources	Rating	Comments
Utilizes resources effectively		
Demonstrates sufficient mastery of application		
Makes clear, practical points to support position		
Effective Presentation	Rating	Comments
Displays evidence of preparation		
Directions to consumer are clearly thought out and well stated		
Maintains consumer interest and attention		
Exhibits poise, voice control, and tact		
Uses positive statements		
Makes supportive comments		
Overall Feedback	Commendable features	Suggestions for improvement

