

Missouri Beef Ambassador Program

Information

We are seeking one participant with a desire to serve as the ambassador for the beef community and a willingness to develop strong communication skills. The Missouri Beef Ambassador (MOBA) will work to advocate for Missouri beef producers when the opportunity presents itself. Throughout the program year, the ambassador will have the opportunity to interact with beef industry personnel and gain insight into various facets of the industry.

Missouri Beef Ambassador Mission

The Missouri Beef Ambassador Program, managed by Missouri Cattlemen and women, provides opportunities for Missouri youth to educate consumers about beef nutrition, food safety, and stewardship practices of the beef industry.

Missouri Beef Ambassador Guiding Principles

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

Missouri Beef Ambassador Application Requirements

All applicants must submit the attached application, a video submission and at least one letter of recommendation. Eligible candidates must be a Missouri resident and between the ages 17 to 21 years old at the time of application. Eligible candidates must be enrolling in an agricultural related program in the college/university/trade school of their choice or employed (preferably, but not required) in an agricultural field. Participants must be members of the Missouri Junior Cattlemen's Association.

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. All information presented by the applicant must be factual and information sources (explorebeef.org, beefitswhatsfordinner.com, beefnutrition.com, factsaboutbeef.com, bseinfo.org, etc...) must be included in their application.

Missouri Beef Ambassador Responsibilities and Expectations

The Beef Ambassador will work to identify opportunities to address the MOBA mission and develop a plan to establish a presence and present BEEF education material/information at planned events. The Beef Ambassador must commit to the following:

- Complete Masters of Beef Advocacy Program
- Attend the Missouri Cattlemen's Association County Leadership Conference
- Make 6 beef promotional video posts for MCA/MCW social media accounts
- Do a minimum of 2 MCW Showcase cooking demonstrations at the Missouri State Fair

- Make a 5 minute (maximum) video or slideshow presentation on their year as the Missouri Beef Ambassador. The video/slideshow will be played at the MCA and MCW annual meetings in January.

Travel and Expenses

Unless explicitly noted, all travel and expenses are the responsibility of the Missouri Beef Ambassador and their family. Should an MCA Affiliate request the Missouri Beef Ambassador to attend their meeting or event, it is the responsibility of the affiliate and ambassador to discuss and agree upon travel expenses to be paid.

Additional Details for Scholarship Applicants

1. Applications are due no later than December 31, 2026
2. The award consists of a \$1000.00 scholarship payable to the MOBA recipient after proof of enrollment or employment is received by MOBA committee.
3. The MOBA recipient will be chosen by a committee consisting of members from the MCW board of directors, MCA board of directors, and MCA Foundation board of directors. Recipients will be announced at the Missouri Cattlemen's Association annual meeting and convention on January 9, 2027. Awards will be issued directly to the recipient after proof of enrollment or employment is submitted to the MOBA committee.
4. Verification of eligibility will be confirmed by the MOBA Coordinator.
5. Applications and link to or attached video are to be sent to missouribeefambassador@gmail.com with the subject format: MOBA Application (insert your name)
6. 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

Missouri 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 MCW 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 Missouri CattleWomen, Missouri Beef Ambassador rules, general rules, written expectations, official communications and documents, and verbal direction from competent authority (Missouri Beef Ambassador Coordinator and MWC President). Concerns shall respectfully be brought to the attention of the involved Missouri Beef Ambassador Coordinator of the Missouri CattleWomen's President promptly.

Contracts/Agreements/Encumbrances

Ambassadors will not enter into any contract, agreement, purchase, or promise to pay that encumbers Missouri CattleWomen funds, members, resources, or commits Missouri 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

Missouri CattleWomen, Missouri Cattlemen, and/or Missouri Cattlemen Foundation assumes no liability for personal injury or property damage as a result of Missouri 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 Missouri Beef Ambassador shall be dressed in appropriate attire.

Personal Conduct

Personal conduct during official Missouri 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 Missouri Beef Ambassadors represents. Missouri Beef Ambassadors will conduct herself/himself at all times in a manner that reflects favorably on them and their title as Missouri Beef Ambassador, Missouri CattleWomen, and the beef community.

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

Political Activity/Endorsements

Missouri 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 Missouri CattleWomen or that support legitimate aspects of the traditional western lifestyle.

I, _____, have received a copy of the Missouri 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

MOBA Coordinator Signature

Date

Missouri Beef Ambassador Application (Part 1)

Applicant name: _____

Please print clearly

Address: _____

City: _____ State: _____ Zip: _____

Please attach proof of residency when submitting this application.

Birthdate: _____ Age: _____ Gender: _____

Email Address: _____

Phone Number: _____

Parent / Guardian: _____

Parent / Guardian Email Address: _____

Parent / Guardian Phone Number: _____

Name of attending high school *(if applicable)*: _____

Address of attending high school *(if applicable)*: _____

City: _____ State: _____ Zip: _____

Please attach proof of enrollment when submitting this application.

Prospective college(s)/university(s)/trade school(s) to attend or employer: _____

Expected area of study *(if applicable)*: _____

Are you a current Missouri Junior Cattlemen's Association member? Yes: _____ No: _____

I acknowledge that I meet all eligibility requirements and agree to abide by the rules of the Missouri Beef Ambassador Program and Missouri CattleWomen

Applicant Signature

Date

Signature of Parent / Guardian

Date

1. Please explain your interest and/or involvement in the beef community.

3. If selected as a Missouri 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.

Missouri Beef Ambassador Program Video Application

Please create a video related to the provided MOBA video topics. -

- Video submission maybe 3-5 minutes long, not to exceed 5 minutes
- Upon completion of your video application, please email it or a link to your video to missouribeefambassador@gmail.com

If video submissions cannot be found or not received your MOBA application will not be accepted.

Missouri 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