



MISSOURI BEEF AMBASSADOR

Our Mission & Principles

The Missouri Beef Ambassador Program, led by Missouri Cattlemen and Cattlegirls, empowers youth to educate consumers about beef nutrition, safety, and responsible production. Ambassadors promote and advocate for the beef industry through education, media, and outreach while building leadership, communication, and confidence skills.

Application Materials

- Video Submission: The video should be 3–5 minutes long, addressing a current beef industry topic or concern (see attached list).
- Fill out the attached application.
- At least one letter of recommendation.

Responsibilities & 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 six beef promotional video posts for MCA/MCW social media accounts
- Do a minimum of two MCW Showcase cooking demonstrations at the Missouri State Fair
- Create a five-minute (max) video or slideshow highlighting your year as the Missouri Beef Ambassador to be shown at the MCA and MCW annual meetings in January.

DUE BY DECEMBER 1ST