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**South Dakota Beef Ambassador Contest to Be Held in Huron, July 22**

*HURON, S.D. (April 4, 2011)* - The South Dakota Beef Industry Council (SDBIC) is hosting the 2011 South Dakota Beef Ambassador competition. The state contest will be held July 22, 2011 starting at 1:00 p.m. at the Huron Event Center in conjunction with the South Dakota Spotlight Show.

The contest will be split into two age groups: juniors (ages 12-16) and seniors (17-20). Senior contestants must be 17 but not over 20 years old by January 1, 2012. Cash prizes will be awarded to both divisions. The winner in the junior division will be awarded a cash prize of \$200. The senior finalist will win \$500 plus an all-expense paid trip to the 2011 National Beef Ambassador Contest in Wooster, Ohio September 30-October 2, 2011. A second senior winner will also be selected at this time to represent South Dakota at the 2012 national competition.

To determine the winner of the junior and senior divisions, the contestants will be judged in four categories. First, participants will have media interview to share the beef production story; second, a consumer beef promotion will test participants in their abilities to interact with consumers; third, students will write a letter to the editor in response to a negative article; finally, contestants will have a personal interview to discuss goals and a detailed outline of an agriculture classroom project proposal.

SDBIC is looking for contestants to participate in this youth beef industry program, funded in part by South Dakota beef producers through the beef checkoff program.

For additional information, visit [www.sdbef.org](http://www.sdbef.org) and [www.nationalbeefambassador.org](http://www.nationalbeefambassador.org). To register for this event, please contact Amanda Radke at [amanda.radke@live.com](mailto:amanda.radke@live.com) or 605-999-4300 or Holly Swee at [hswee@sdbef.org](mailto:hswee@sdbef.org) or 605-957-5283.

**Registration is open until July 8, 2011.** Don't miss out on being a part of this premier event.

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The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board (Beef Board), which administers the national checkoff program, subject to USDA approval.