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South Dakota Beef Ambassador Contest To Be Held in Huron, July 23

HURON, S.D. (April 6, 2010) - The South Dakota Beef Industry Council (SDBIC) is hosting the 2010 South Dakota Beef Ambassador competition. The state contest will be held July 23, 2010 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 three age groups: Beginners (ages 10-12) Juniors (ages 13-16) and Seniors (17-20). Senior contestants must be 17 but not over 20 years old by January 1, 2011. Cash prizes will be awarded to all three age groups. The winner in the beginner division will receive \$100, and the junior will be awarded \$150. The senior finalist will win \$500 plus an all-expense paid trip to the 2011 National Beef Ambassador Contest in Rapid City, S.D. on Oct. 1-3, 2010.

To determine the winner of the junior and senior divisions, the competition is based on 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. Beginners will only participate in the personal interview, issues response and media interview.

SDBIC is looking for contestants to participate in this youth beef industry program, funded in part by America's beef producers through the beef checkoff program and managed by SDBIC.

For additional information, visit www.sdbeef.org and www.nationalbeefambassador.org. To register for this event, please contact Amanda Nolz at beefnews@hotmail.com or 605-999-4300. **Registration is open until July 9, 2010.** Don't miss out on being a part of this premier event.

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.

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