

STATION #7: BEEF INDUSTRY ISSUES AND ADVOCACY

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STATION PURPOSE:

The beef industry faces a difficult challenge. The anti-animal agriculture activist community is hard at work raising concerns about the impact of beef production on the environment, the treatment of animals in food production, the role of beef in a healthy diet and the safety of the products we produce. They are passionate and vocal and well-funded. We need to be equally passionate and vocal in telling our story. Team members will learn to better communicate a positive message and response on these issues to the public.

STATION STRUCTURE:

Teams will give a presentation and "tell their story" focusing on one of the six categories listed below.

- **Presentations should be 8-10 minutes in length, allowing approximately 5-10 minutes for questions. Deductions will be taken if the presentation is over/under the allotted time.** Judges will ask the team questions relevant to the topic of their presentation. Additional questions pertaining to other issues may be asked if time permits.
- **Visual aids in the form of note cards, posters or display boards ARE allowed. No PowerPoint presentations allowed.**
- In the case of a three-member team, only two members will participate, the third will be an observer.

The presentation will account for 60% of the team score and the other 40% of the score will be based on the question and answer portion. The presentation will be evaluated on how clearly the topic is identified, credibility and relevance of the content, organization of the message, delivery and team participation. The question and answer portion will be evaluated based on knowledge of the issue, clarity and thoroughness of the answer and team participation.

PRESENTATION CATEGORIES INCLUDE

Cattlemen and women have a great story to tell. Beef producers work hard every day to be good stewards of the land and their animals in providing safe and nutritious beef for America's dinner tables. Contestants should personalize their presentations, relating experiences with the topic chosen.

Possible presentation categories could include:

- Modern Beef Production – Sharing the benefits of modern, efficient U.S. beef production
- Animal Care – Explaining our commitment to raising healthy animals
- Beef Safety – Communicating why producing safe food for consumers is a top priority
- Beef Nutrition – Explaining how great-tasting beef strengthens and sustains our bodies
- Environmental Stewardship – Sharing how we're protecting the environment for future generations
- The Beef Checkoff – Communicating the value of your investment in growing demand for beef

AVAILABLE RESOURCES:

- Complete the Master of Beef Advocacy (MBA) self-directed online training program designed to equip beef producers and industry allies with the information needed to be everyday advocates for the beef industry. To enroll simply email mba@beef.org and say you would like to enroll
- <https://www.beefboard.org/>: information regarding your beef checkoff dollars and how they are used to benefit the beef industry through research, promotion, and educational programs. How to tell your story of the Beef Industry.
- <https://www.beef.org/>: this webpage is the hub for other industry websites containing information on current beef industry issues.
- www.iabeef.org: Iowa Beef Industry Council information and resources, as well as nutrition, food safety, producer communications and other materials
- Contact the Iowa Beef Industry Council for more resources at: 515-296-2305 or beef@iabeef.org
- <https://www.beefitswhatsfordinner.com/nutrition>: for beef's nutrition story
- <https://www.beefitswhatsfordinner.com/raising-beef>: to dispel common myths about beef and the beef industry. Cattle industry facts and resources