



# Jr. Beef Promoter Program

Think you're a cut above the rest?

New York Beef Council is going to add some friendly yet motivating competition with our Jr. Beef Producers for the 2017 program year! The Jr. Beef Promoter Program rewards and offers incentives to our most active, loyal and passionate advocates who are going above and beyond the current JrNYBPA program requirements by sharing their passion and striving to share the positive beef message whenever possible! Points will be tallied throughout the year and the C2C influencers will participate in a year end review, adding to their overall score. The top individual will be titled the "2017 NY Jr. Beef Promoter".

Each time a member represents beef on social media, volunteers on behalf of the C2C program or educates consumers about beef at an approved community event they will receive points. Awards will be distributed at the Annual Awards Banquet in January. The top point achievers will win prizes and receive recognition! All events and activities must be completed prior to December 1, 2017 to be eligible  
(Minimum point level to qualify)



**Top 10 awarded:**  
**1st Place \$500 + Plaque**  
**Additional \$500 in prizes**

Are YOU up for the challenge?

Start date: March 1, 2017 – End date December 1, 2017

\*Minimum point level to qualify based on participation



## POINTS PLAYBOOK

Event/Opportunity	Description	Date/Location	Points
<p>Masters of Beef Advocacy Program Completion (MBA 2.0)</p> <p><a href="https://www.beef.org/master-sofbeefadvocacy.aspx">https://www.beef.org/master-sofbeefadvocacy.aspx</a></p> <p>This activity is MANDATORY to be considered for the program.</p>	<p>Modules will address environmental sustainability, beef nutrition, animal welfare and beef safety while taking users through the beef lifecycle, from pasture to plate.</p> <p>Complete the online MBA 2.0 course and submit a screenshot of the completion page to NYBC staff for points or copy of the MBA Certificate sent to NYBC</p>	<p>Can be completed online at your own pace, process takes 5 hours</p>	50
<p>View the "Farmland" Film</p> <p><a href="http://www.farmlandfilm.com">http://www.farmlandfilm.com</a></p>	<p>Watch the film and submit answers to the questions below upon completion:</p> <ol style="list-style-type: none"> <li>1. After watching Farmland, what are the two biggest moments/themes in the film that you see connecting most with non-agriculture based consumer audiences? Explain why you selected each.</li> <li>2. What were the key messages you heard about GMOs and modern agriculture production?</li> </ol>	<p>Can be viewed/rented online. Check the How to Watch section of the website. If you need a copy, please contact NYBC staff to rent a copy for FREE</p>	50
BEEF EVENT	<p>Attend a consumer or industry event organized by NYBC (Beef Day, Empire Farm Days (working gazebo) or other NYBC approved events or activities.</p>	<p>C2C event calendar will be posted on <a href="http://www.nybeef.org">www.nybeef.org</a> Events will be added to the calendar throughout the year</p>	50
<p>GIVE BACK Community Service Event</p>	<p>If you organize a volunteer opportunity in your community to promote beef and have at least 3 volunteers in TEAM BEEF shirts volunteering (they can be non-C2C participants, you can order I Heart Beef Shirts through NYBC staff)</p> <p><b>**Submit minimum of 5 pictures and write up about event to NYBC for social media post.</b></p>	<p>To be approved by NYBC and NYBPA staff and submitted at least 2 weeks in advance of project date.</p> <p>*Ag Awareness Days, Agri-Palooza, Sundays on the Farm, etc.</p>	<p>Organizer 50</p> <p>Participant: 10</p>
<p>SHARE THE LOVE (of beef)</p> <p>Share NYBC Content (Share/Comment)</p>	<p>Create a post of a recipe (with picture), inspiration, name our cow, guess the weight or event photo on Facebook, Twitter, Pinterest or Instagram with the #C2C and tag in NYBC/NYBPA. Help NYBC create posts from the farm.</p> <p>*Please submit posts with NYBC to review content and allow NYBC to post on NYBC's platforms.</p> <p>*Jr.'s are encouraged to: Like, Share, Comment on NYBC posts on Facebook, Twitter, Pinterest or Instagram to gain points.</p>	<p>Anytime, Anywhere!</p> <p>Please track your posts, NYBC staff will provide form</p> <p>*Sharing content will extend the beef message!</p> <p>*You must LIKE, COMMENT and SHARE a single post each time to receive points. Under points column, take out "5 for engagement"</p>	<p>5 for each post!</p> <p>5 for engagement.</p>

## POINTS PLAYBOOK

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GUEST STAR	Writing a blog post, a guest piece in a magazine, local newspaper or Ag. Paper, interview with a radio or TV station or other publication where you speak about beef! (Talking points are available) Writing submissions can be share for NYBC blog as well.	Anytime, Anywhere! Please submit posts, radio/ video clips or contact person for these such events to NYBC staff.  *Article for Country Folks is needed monthly. Deadline is the 1st of Every Month, submit article to NYBC and Brenda Bippert	40
WALK THE TALK	30 Day Protein Challenge  <a href="http://bit.ly/C2Cproteinchallenge">http://bit.ly/C2Cproteinchallenge</a>	Anytime! Anywhere!  Complete the 30 day #ProteinChallengeNY and submit a paragraph on your journey, learnings and feedback to NYBC staff	30 Received on completion of survey 5 extra points per person you get to sign up!
BQA Training	Attend and be certified/up to date with all BQA training offered by NYBC	Check <a href="http://www.nybeef.org">www.nybeef.org</a> for updated trainings or with Coop. Extension	50
What did I learn? Final – Mandatory Submission	Essay answering the following questions:  1. What did I most enjoy about challenging myself with the Jr. Beef Promoter's Program 2. What Event/Opportunity put me out of my "comfort zone"? What did I learn? 3. What do I expect from myself next year? What would be 3 goals? 4. Overall, what did you learn, did you improve Cattlemen to Consumer communication? How?	Due December 1, 2017  Mandatory submission to be considered for awards.  Each question must be answered in 500 words.	

Please note that for every event and activity, it is **YOUR** responsibility to track and submit your progress to NYBC staff. Pictures, screenshots and activity logs will be required. For your own tracking purposes, please use the "Jr. Beef Promoter Tracking Log" provided by NYBC staff. In order for NYBC staff to properly determine the top winners, please submit your "Jr. Beef Promoter Tracking Log" by December 1, 2017.

***Do you have a beef worthy activity you think should be on this list? Let us know!  
NY Beef Council Submissions should go to:***

Katherine Brosnan  
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<http://www.nybeef.org/c-2-ccattlemantoconsumerjrnybpbaprogram.aspx>

