



Tehama County Beef Ambassador Program Overview

The Beef Ambassador Program is used to educate consumers (the public) about beef and beef production via young adults between the ages of 12 and 20. The Tehama County Beef Ambassadors will be spokespersons to represent the beef industry. The selected winners will address issues and misconceptions in schools, clubs, organizations and community events, both rural and urban. If selected for this position, we ask that a commitment be made to do an outstanding job at being visible and involved in the community to help promote the beef industry.

At the local level, this is achieved by Ambassadors attending various events throughout the county, educating the public on how beef is raised, handled, environmentally friendly, and healthy for consumption. Some of the events attended throughout the year are 4th grade Farm Day, Cattlemen's Golf Tournament, Winter Dinner, classroom presentations, etc.

Upon successful completion of the Beef Ambassador year, ambassadors will be awarded a scholarship. The junior scholarship will be in the amount of \$500 and the senior award will be in the amount of \$1,000.

Applications are due by September 15, 2026. Contest to be held on October 4, 2026.

A mandatory informational meeting will be held on Monday, Sept. 21, 2026 @ 6:30pm at the Red Bluff Round Up Museum. A parent or guardian must accompany each contestant for the duration of the meeting.

For an application or more information, please contact Shelley Macdonald, Tehama County Cattlewomen (530) 519-5377 rsjwmac@sbcglobal.net



Contest Details

Sunday, Sept 27, 2026.

4:00pm for interviews, 5:00pm prepared speeches begin and the public is welcome. Contestants must check in by 3:45p.m.

Location – Red Bluff Round Up Office (670 Antelope Blvd. Red Bluff, CA 96080)

The contest will be judged by a panel of judges and the prepared speech component will be open to the public. In general, contestants will be judged on their knowledge, articulation, poise, and the contestant's ability to "tell the beef production story" and present the industry in a positive light. A personal interview will be conducted with each candidate prior to the public portion.

Contestants must come with a prepared 5-7 minute speech on a topic or question regarding the beef industry. Contestants will be scored on their ability to thoughtfully identify misinformation, list positive consumer information and answer questions. Speeches should be created for the general consumer, not someone in the cattle industry.

Topics may be from any or all of the following topics:

- Beef Nutrition
- Animal Health and Welfare
- Beef Marketing
- Antibiotics
- Beef Life Story
- Social Media in the Beef Industry
- Factory Farming
- Plant Based Alternatives

Other topics may be considered, but must be approved prior to the contest date.

For more information or any questions, please contact: Shelley Macdonald, Tehama County Cattlewomen (530) 519-5377 rsjwmac@sbcglobal.net