

VIRGINIA CATTLEWOMEN

MISS VIRGINIA BEEF INDUSTRY QUEEN CONTEST.

On behalf of the Virginia Cattlewomen, I am inviting you to participate in the Miss Virginia Beef Industry Queen Contest. This is a wonderful opportunity to promote the Beef Industry. The Beef Queen represents the Industry at various events throughout the year. Some of the events are:

Chili Cook-Off, May, Roanoke, VA.

The Food Festival, August, Richmond, VA

Virginia State Fair, September, Richmond, VA

Virginia Agri-Business Council Banquet, January, Richmond, VA

Virginia Beef Summer Conference, July

Virginia Beef Expo, Harrisonburg, April

The contest is going to be held in conjunction with the Virginia Beef Expo in Harrisonburg, on **Friday, April 16, 2004**. The contest will be held at 2:00 pm. Each contestant should be prepared to give a 3-5 minute speech on a positive phase of the beef industry and a brief interview session with a panel of judges.

The new Queen should be prepared to stay for the Beef Fest to be held from 5:30-7:30pm on Friday. A room will be provided for Friday night if needed.

I hope you will take advantage of the opportunity to promote the Virginia Beef Industry. If you have any questions I can be reached at (540-463-7551)(evenings) or yankee5504@yahoo.com. I look forward to hearing from you soon.

Sincerely,

Ann Smith

Virginia Cattlewomen

Miss Virginia Beef Entry Form

Name: _____

Home Address: _____

Home Phone: _____

Age: _____

Birth date: _____

Parents Names: _____

Name and Address of Local Paper:

Type of Beef Operation:

Please send the entry form, a recent photograph, and a resume including the following:

- Education**
- Activities and Organizations**
- Work Experience**
- Experience in the Cattle Industry**

MISS VIRGINIA BEEF INDUSTRY QUEEN CONTEST

QUALIFICATIONS:

All contestants must be:

1. From a Beef producing family
2. Between the ages of 16 and 22 as of January 1, 2004
3. Single
4. Prepared to present a 3 minute speech on a positive phase of the Beef Industry
5. Prepared for an interview by a panel of judges.

BEEF QUEEN APPEARANCES

Chili Cook-off in May
VA Food Festival in August
VA State Fair in September
Agri-Business Dinner in January
VA Beef Industry Summer Conference in July
Selected Cattle Industry Functions

JUDGING CRITERIA

25% Interview
25% Speech Content
25% Poise & Personality
25% General Appearance

AWARDS

\$100 Cash
Engraved Watch
All Expense Paid Trip to the Virginia Beef Convention

Please send all information to:

Ann Smith
40 Pine Forest Rd.
Lexington, Va. 24450
540-463-7551

Applications should be received by April 10, 2004

Example Speech (Virginia Beef Queen)

Beef is a very nutritious and safe product for human consumption. Lean Beef is regarded by leading health organizations and agencies as a valuable and appropriate part of American diets. Trimmed beef has long been part of diets, which have contributed to improved health and continuing increases in the ages of Americans. Government statistics show that red meat alone provides 28% of the protein, 23% of the iron, 36% of the zinc and 52% of the vitamin – 12 which Americans consume.

Beef is a nutrient dense food, which supplies a large amount of essential nutrients in relation to the calories that it supplies. For example, according to the Beef Industry Council, a cooked, trimmed 3-ounce serving of Beef Top Sirloin has only 165 calories, 6.1 total grams of fat and 76 milligrams of cholesterol. Also, beef provides nearly 1/3 pf the recommended daily allowances of iron, and 60% of that iron is heme iron. Heme iron is 3-5 times more easily absorbed by the body than is non-heme iron, which is found in vegetables, grains, beans, and eggs.

American beef is one of the safest foods available to consumers today. There are no “hidden ingredients” in fresh cuts of beef. Fresh cuts of beef are not treated with additives or preservatives. To ensure continued safety and to maintain consumer confidence, the beef industry has initiated the Beef Quality Assurance Program that is focused on product safety.

The Beef Quality Assurance program encourages cattlemen to follow production practices that do not violate government requirements. The program does not add cost to the final product. It is a way for cattlemen to prevent any possible hazardous residues and to show consumers that the industry is committed to producing a safe and wholesome product.

The program also teaches cattlemen and feedlot operators about cattle handling, feed purchasing, testing and other procedures. One component is testing teed ingredients to make sure no violative levels of pesticides exist. There are currently 42 states sponsoring Beef Quality Assurance programs. Those states account for 98% of the fed cattle marketed and more than 90% of the cow/calf herds. A USDA survey in 1994 showed that almost 75% of commercial feedlots had quality assurance training programs for employees. Since the program began in 1989, it has saved the beef industry \$20 million without increasing the cost of the final product. It is simply a way for cattlemen to prevent any possible hazardous residues and to show that cattlemen remain committed to producing a safe, nutritious, healthful product for consumers with no added ingredients or preservatives.

In addition, to ensure that beef products are completely safe, the packing industry spends \$1 billion a year and \$4 billion per consumer on beef safety programs. Many consumers do not realize that in actuality beef is a nutritious and safe product. Through the use of programs such as Beef Quality Assurance Program the industry is promoting a good product to the general public.