



Wisconsin Beef Council and Wisconsin 4-H Foundation Offer 2023 Beef Display Contest

The Wisconsin Beef Council and Wisconsin 4-H Foundation are offering a display contest to all Wisconsin 4-H beef project members. The goal of the contest is to encourage 4-H beef project members and exhibitors to create an informative and appealing display that will educate consumers attending fairs or other events throughout the summer. Entries will be made under the name of the local 4-H club youth are members of. Entries are limited to one per club.

Evaluation: The display contest has three categories for entry:

1. how beef is raised (messages could include animal care, daily life on a farm, etc.);
2. how beef can fit into your lifestyle (nutritional benefits, beef cuts, etc.), and
3. the benefits of beef to our daily lives (sustainability, by-products, etc.)

A winner from each category will be chosen and a beef prize package will be presented to each 4-H member who contributed to the display creation.

Entries will be evaluated based on the following criteria:

- Creativity – 35 points. Does the display share information in a creative way? Are color, graphics and pictures used to help tell the story?
- Educational value – 35 points. Does the display provide accurate and informative details about the beef industry? Did the entry use facts and information from the Beef It's What for Dinner and Wisconsin Beef Council resources?
- Reach – 20 points. Will the content be used in other settings? Did club members take time to interact with fairgoers?
- Teamwork – 10 points. Did all team members contribute to the final product and help to educate fairgoers?

Content: All content for the display must come from the Wisconsin Beef Council website

(<https://www.beeftips.com/>) or the Beef. It's What's for Dinner website

(<https://www.beefitswhatsfordinner.com/>) or from personal photos and experience. 4-H club members

may also contact the Wisconsin Beef Council at (800) 728-2333 or wbc@beeftips.com to request materials.

Entries: To enter the contest, please email or mail your responses to the following questions and supporting materials to the Wisconsin Beef Council at: wbc@beeftips.com or 957 Liberty Drive, Suite 201, Verona, WI 53593 by September 30, 2023. Please limit your entry to two pages. Photos can be separate from the two-page entry.

1. Name of your 4-H Club:
2. Team members who contributed:
3. What local/county/state fair or other event did you display this resource at?
4. Please describe how your club worked to develop a plan for your educational display.
5. How did you interact with consumers (what questions did they ask, what did you do to encourage them to stop to view the display, etc.)?
6. Did you post pictures or facts from your display on your social media to extend the reach? What about the social media page for your fair? Did you contact media (radio, newspaper, etc.) to offer to do an interview?
7. Please explain who your target audience was.
8. What other events will you use this display at?
9. Contact person's name, email, phone number:
10. Submit a minimum of two and a maximum of 6 photos of your display.