



Northeast Junior Beef Ambassador Program

A Pilot Program with the South Dakota Beef Industry Council

Focus: Youth continue to be our future and we must prepare them and encourage them to be proud of their heritage and willing to promote our beef product.

Age Category: Youth ages 5 to 18

Topics:

- Cattle Production
- Beef Preparation
- Beef Nutrition
- By-Products
- Recipes
- Fun Facts

Avenues to share information:

- Short-form videos
 - Recipe
 - Activity they enjoy that beef helps fuel them for – i.e. dance, soccer, etc.
- Recipes
- Fun Facts

Commitment Levels:

- Two separate levels of engagement – allowing youth to choose their level of involvement, which enables them to adjust both time and commitment levels to the program, offering flexibility to busy schedules
 - Level One: Novice Junior Beef Ambassador
 - You will be featured as the Junior Beef Ambassador on the Northeast Beef Promotion Initiative social platforms (Facebook and Instagram)



- Create content for a minimum of 4 posts
- Minimum of one post must be a video (recipe, activity, sharing a fun fact, etc.)
- We will plan to share your content over a two-week period, initially, and will then continue to re-share on our platforms
- Level Two: Junior Beef Ambassador
 - You will be featured as the Junior Beef Ambassador on the Northeast Beef Promotion Initiative social platforms (Facebook and Instagram)
 - Create content for a minimum 12 posts
 - Minimum of four posts must be video (recipe, activity, sharing a fun fact, etc.)
 - We will plan to share your content over a four-week period, initially, and will then continue to re-share on our platforms

NEBPI to Provide:

- Topics and Resources to create content from
 - We have asked for interests/hobbies for each applicant on the application form – this will help us provide ideas for content creation
- Beef Swag Items
 - Youth Apron
 - Youth Junior Beef Ambassador T-Shirt
 - Youth Ball Cap
 - Beef Cutting Mat (for recipe videos)
 - Branded Wooden Spoon (for recipe videos)
 - Branded Digital Meat Thermometer
 - Informational Infographics
- Assistance in formatting videos
 - We can assist with making the final videos – to post to social media – from the raw videos you capture of your kiddo(s)



- Promotion of content on NEBPI social media platforms

Youth Ambassador/Parent to Provide:

- Creation of content and willingness to share content out via social media
- Permission to use photos/videos in social media outreach (see Photo Release on Application Form - <https://www.nebpi.org/about-us/junior-beef-ambassador-program>)



Suggested Topics and Content Ideas:

- **General Guidelines**

- All content will be submitted for approval through USDA to ensure content and messaging is accurate
- Please do not disparage other proteins, products, etc.
- Please do not mention brand names – i.e. Instant Pot, CrockPot
 - Instead use words like programmable pressure cooker, slow cooker, etc.
- Please do not promote one type of beef over another – we represent all beef farmers and ranchers

- **Beef Nutrition**

- Beef is an excellent source of protein and supplies 10 essential nutrients, including B-vitamins, zinc, and iron that support an active and healthy lifestyle
- Among the powerful package of 10 essential nutrients beef is known for, protein may be one of the most notable
- One 3 oz. cooked serving of beef provides approximately 50% of your Daily Value (25 grams) of this important nutrient – making it an excellent source!
- A single serving of beef is about the size of the palm of your hand
- Z.I.P.
 - Zinc – helps maintain a healthy immune system
 - Iron – helps your body use oxygen
 - Protein – helps preserve and build muscle
- Learn more here,
<https://www.beefitswhatsfordinner.com/nutrition>

- **Raising Beef**

- Raising beef is a complex process, but throughout the entire journey, one thing remains constant – the shared commitment to



raising cattle in a safe, humane and environmentally sustainable way by using the latest technology and resources

- There are currently more than 700,000 cattle farms and ranches in the United States
- The average herd size is 40 head of cattle
- The United States produces 19% of the world's beef
- The Beef Lifecycle: From Pasture to Plate
 - Cow-Calf Farm – raising beef begins with farmers who maintain a herd of cows that give birth to calves once a year. When a calf is born, it typically weighs 60 to 100 pounds. Over the next few months, each calf will live off its mother's milk and graze on grass pastures.
 - Weaning – calves are weaned from their mother's milk at 6 to 10 months of age when they weigh between 450 and 700 pounds. These calves continue to graze on grass pastures and may begin receiving a small amount of supplemental plant-based feed for extra energy and protein to help them grow and thrive.
 - Stocking and Backgrounders – after weaning, cattle continue to grow and thrive by grazing on grass and pastures with farmers providing supplemental feed including vitamins and minerals to meet all of their nutritional needs.
 - Livestock Auction Markets – after weaning and/or during the stocker and backgrounder phase, cattle may be sold at livestock auction markets.
 - Feedyard – mature cattle are often moved to feedyards. Here cattle typically spend 4 to 6 months. They are free to graze at feed bunks containing a carefully balanced diet made up of roughage (such as hay and grass), grain (such as corn, wheat and soybean meal) and local by-products. Veterinarians, nutritionists and pen riders work together to provide individual care for each animal



- Packing Plant – once cattle reach market weight (typically 1,200 to 1,400 pounds at 18 to 22 months of age), they are sent to a packing plant (also called a processing facility). United States Department of Agriculture (USDA) inspectors oversee the implementation of safety, animal welfare and quality standards from the time animals enter the plant until the final beef products are shipped to grocery stores and restaurants.
- Popular Breeds of Cattle – cattle come in many different shapes and sizes. While there are various physical differences, they have one thing in common: they provide high quality, nourishing beef that can be part of a healthy diet.
 - Angus – one of the most recognized cattle breeds, characterized by their black hides. They are popular with farmers and ranchers because they are good mothers and are very good at converting their feed into high-quality meat.
 - Charolais (pronounced 'char-lay') – originated from France and were brought to the U.S. in the mid-1930s. Charolais are generally white or creamy white in color. Charolais cattle can withstand cold temperatures relatively well and they are more heat tolerant than darker hided breeds.
 - Hereford (pronounced 'her-furd') – developed in England nearly 250 years ago by farmers who needed cattle that were good at converting native grass into lean muscle. They are generally a reddish-brown color with white markings, especially on their face.
 - Simmental – have multiple color variations – there are both red and black Simmentals. They were introduced to the United States in the late 19th century because of their docility and mothering abilities.



- Red Angus – they are not raised as widely as black Angus, but the beef Red Angus cattle provide offers similar marbling and flavor. These cattle are more heat tolerant than their black-hided relatives and are a docile cattle breed with good mothering traits.
- Learn more here,
<https://www.beefitswhatsfordinner.com/raising-beef>
- **Kid-Friendly Beef Recipes**
 - Confetti Beef Tacos
 - Seasoned Ground Beef is mixed with corn and chunky salsa for a twist on the classic taco
 - Recipe -
<https://www.beefitswhatsfordinner.com/recipes/recipe/127/confetti-beef-tacos>
 - Novice Talking Points:
 - Ground Beef is the most popular cut of beef
 - Talk about your favorite taco toppings
 - Lettuce
 - Cheese
 - Tomatoes
 - Etc.
 - Advanced Talking Points:
 - Kitchen Tips:
 - Use the pan size specified in the recipe
 - If the pan is too small, the beef will be crowded, and browning will be inhibited
 - If the pan is too large, overcooking may result
 - Cooking Tips:
 - Cooking times are for fresh or thoroughly thawed Ground Beef
 - Ground Beef should be cooked to an internal temperature of 160°F



- Color is not a reliable indicator of doneness, use a meat thermometer
- Beef Jerky Trail Mix
 - Looking for a convenient snack to fuel your day? Add store-bought Beef Jerky to a mix of nuts, seeds and fruit
 - Recipe -
<https://www.beefitswhatsfordinner.com/recipes/recipe/55673/beef-jerky-trail-mix>
 - Novice Talking Points:
 - Talk about your favorite additions to trail mix
 - Peanuts
 - Cashews
 - Almonds
 - M&Ms
 - Marshmallows
 - Talk about what activities you enjoy that this trail mix would be a great snack for fueling up
 - Advanced Talking Points:
 - Talk briefly about the nutritional benefits of a snack that includes beef:
 - One serving of beef provides approximately 50% of your Daily Value of Protein
- English Muffin Cheeseburger Pizzas
 - Cheeseburgers and pizza? Two of our favorite things, combined into one
 - Recipe -
<https://www.beefitswhatsfordinner.com/recipes/recipe/5308/english-muffin-cheeseburger-pizzas>
 - Novice Talking Points:
 - Talk about your favorite type of cheese to top your pizzas
 - Cheddar
 - Mozzarella



- Colby Jack
 - Ground Beef is the most popular cut of beef
- Advanced Talking Points
 - Cooking Tips:
 - Cooking times are for fresh or thoroughly thawed Ground Beef
 - Ground Beef should be cooked to an internal temperature of 160°F
 - Color is not a reliable indicator of doneness, use a meat thermometer
- Roast Beef & Veggie Wraps
 - Want to change up the traditional Roast Beef sandwich? Try it as a wrap with some broccoli slaw that parents and kids will both love
 - Recipe - <https://www.beefitswhatsfordinner.com/recipes/recipe/4711/roast-beef-veggie-wraps>
 - Novice Talking Points
 - Talk about what you are adding to the wrap
 - Cream Cheese 'Sauce'
 - Roast Beef Slices
 - Broccoli Slaw
 - Advanced Talking Points
 - Talk briefly about the nutritional benefits of a lunch that includes beef:
 - One serving of beef provides approximately 50% of your Daily Value of Protein
- Additional Kid-Friendly Recipes can be found here, <https://www.beefitswhatsfordinner.com/recipes/collection/10058/kid-friendly-fare>
- **Beef Cuts**
 - Explore here - <https://www.beefitswhatsfordinner.com/cuts>
- **Grass-Finished versus Grain-Finished Beef**



- All cattle spend a majority of their lives eating grass on pastures
- Beef can be finished in a variety of ways, giving you choices when at the meat case in your local grocery store or at a restaurant
- Grass-Finished
 - Grass-finished cattle spend their entire lives grazing and eating from pastures. These cattle may also eat forage, hay or silage at the feedyard. As well, grass finished cattle may or may not be given FDA-approved antibiotics to treat, prevent or control disease and/or growth-promoting hormones.
- Grain-Finished
 - Grain-finished cattle, like grass finished, spend the majority of their lives eating grass and forage in pastures. When beef is grain-finished, cattle are free to eat a balanced diet of grain, local feed ingredients, like potato hulls or sugar beets, and hay or forage at the feedyard. Similarly, grain-finished cattle may or may not be given FDA-approved antibiotics to treat, prevent or control disease and/or growth-promoting hormones.
- Certified Organic
 - Certified organic beef, designated by the official label, comes from cattle that have never received any antibiotics or growth-promoting hormones. These cattle may be spend time at the feedyard and can be either grass-finished or grain-finished as long as the USDA's Agriculture Marketing Service certifies the feed as 100% organically grown.
- Naturally Raised
 - Naturally raised beef comes from cattle that have never received antibiotics or growth-promoting hormones. This beef may spend time at a feedyard and can be either grain-finished or grass-finished.



- Learn more here,
<https://www.beefitswhatsfordinner.com/cuts/grass-vs-grain>

- **Beef Fun Facts**

- When selecting LEAN cuts of beef, look for cuts with LOIN and ROUND in the name.
- The majority of the fat found in beef is monounsaturated fat, the same fat found in heart-healthy olive oil
- Cattle outnumbers the human population in 9 states – Idaho, Iowa, Kansas, Montana, Nebraska, North Dakota, South Dakota, Oklahoma and Wyoming
- 12 basketballs can be made from 1 cowhide
- The current nationally advertised slogan for beef is “Beef. It’s What’s for Dinner.”
- Christopher Columbus introduced cattle to America
- A cow is pregnant (gestation period) for 9 months – approximately 283 days – equivalent to the gestation length for a human pregnancy
- Cows are ruminants, which means they have a specialized four-chamber stomach. This is what allows them to digest grasses and forage
- The average finished steer is 18-22 months old and weights 1,200 to 1,400 pounds
- The average cow herd size in the United States is 40 head
- Beef should be defrosted in the refrigerator
- Ground Beef should be cooked to an internal temperature of 160°F
- The most popular cut of beef among consumers in the United States is Ground Beef
- The visible white flecks of fat within the lean of beef are called marbling

Please reach out to Kaitlyn Swope – kswope@pabeef.org or 570-994-7226 with any questions and/or concerns.