



MO BEEF LEADERSHIP ACADEMY

BACKGROUND

The Mo Beef Mo Kids Mo Fit (MoBKF) team and Missouri Beef Industry Council will be selecting up to one student per sixteen FFA areas to participate in leadership and educational opportunities, while representing the Missouri Beef Checkoff and MoBKF program in their communities. The Mo Beef Leadership Academy is sponsored in part by the Missouri Beef Checkoff and MoBKF, a program of the Missouri Beef Industry Council.

Selected students will gain important knowledge around the beef industry and have the opportunity to network with industry leaders. **Applications must be received by March 27, 2020, accompanied by letter of recommendation, cover letter and resume. Submit to brandelyn@mobeefkids.com.**

One outstanding representative will be selected to receive a \$1,000 scholarship, based on leadership and level of engagement in this role.

REQUIREMENTS

- Applicants must be a junior or senior high school student at least 16 years of age.
- Selected students will be required to complete the Masters of Beef Advocacy program, an online advocacy program offered by the National Cattlemen's Beef Board.
- Selected students will be an ambassador for the MoBKF program in their area, attending meetings or kickoff events on behalf of the program and aiding in the implementation of the program in at least one school.
- Students will be required to attend a one-day training in Columbia on **July 31, 2020**, focused on the MoBKF program, consumer advocacy and checkoff education.
- Students will be required to attend a one-day fall consumer-focused beef tour in St. Louis on **September 12, 2020** (expenses and travel will be covered).

This role will begin May 1, 2020 and conclude May 1 of 2021. Additional requirements will include three civic-based outreach efforts in your community. Participants will be challenged to create an outreach plan in their area to cover the three pillars of the leadership academy: consumer, producer and nutrition. **Send application and questions to brandelyn@mobeefkids.com.**

APPLICATION

ABOUT

NAME:

SCHOOL:

FFA AREA:

PHONE:

EMAIL:

ADDRESS:

ANSWERS (100 WORDS OR LESS PER ANSWER)

WHY DO YOU WANT TO PARTICIPATE IN THIS OPPORTUNITY?

WHY DO YOU WANT TO LEARN MORE ABOUT THE BEEF INDUSTRY?

WHAT IS ONE OF THE GREATEST CHALLENGES IN TODAY'S BEEF INDUSTRY?

EXPLORE beefitswhatsfordinner.com -- WHAT IS YOUR FAVORITE RECIPE AND WHY?

I have read and understand the above qualifications, commitments and agreements. If selected for the Mo Beef Leadership Academy I will carry out my responsibilities in accordance with these established agreements. Parent/Guardian signature required if applicant is under 18.

Signature of Applicant

Date

Signature of Parent/Guardian

Date