



MO BEEF LEADERSHIP ACADEMY

BACKGROUND

The Mo Beef Mo Kids Mo Fit (MoBKF) team and Missouri Beef Industry Council (MBIC) will be selecting 4-H and FFA members across the state 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 by the Missouri Beef Checkoff and MoBKF, a program of MBIC.

Selected students will gain knowledge around the beef industry and have the opportunity to network with industry leaders. **Typed applications must be received by March 26, 2021, accompanied by letter of recommendation, cover letter and resume. Submit to brandelyn@mobeefkids.com.** Virtual interviews will be conducted with selected finalists. More info to be emailed upon application.

One outstanding member will be selected to receive a \$1,000 scholarship, based on leadership and level of engagement in this role. Members who fail to attend mandatory events forfeit this opportunity.

REQUIREMENTS

- Applicants must be an incoming 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 30, 2021**, 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 **October 1, 2021** (expenses and travel will be covered).

This role will begin May 1, 2021 and conclude May 1, 2022. 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 typed application and questions to brandelyn@mobeefkids.com.**

APPLICATION

ABOUT (TYPE ALL ANSWERS)

NAME: _____ SCHOOL: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

4-H CLUB: _____ FFA CHAPTER: _____

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