



# MO BEEF LEADERSHIP ACADEMY 2024-2025

## BACKGROUND

The Mo Beef Kids (MBK) team will be selecting a limited number of 4-H and FFA members across the state to participate in leadership and educational opportunities, while representing the Missouri Beef Checkoff, and MBK program in their communities.

Selected students will gain knowledge around the beef industry, program mission and education outreach. **Typed applications must be received by April 15, 2024, accompanied by a letter of recommendation and resume. Submit to [luella@beef.school](mailto:luella@beef.school).** Virtual interviews will be conducted with selected finalists. More information will be provided upon submission.

## REQUIREMENTS

- Applicants must be an incoming junior or senior high school student and 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 MBK program and beef industry in their community and will attend meetings or kickoff events to aide in program support.
- Students will be **required** to attend a **one-day training in Columbia on July 28**, focused on the MBK program, academy responsibilities, consumer advocacy, and checkoff education.
- Academy members attend Cattlemen's Convention at Osage Beach, fun and educational trips across the state, and participate in policy and advocacy events (Busch Stadium, St. Louis University, etc.)
- This role will begin July 1, 2024 and conclude May 31, 2025. Send typed application and questions to [luella@beef.school](mailto:luella@beef.school).

**MO BEEF KIDS YOUTH ACADEMY APPLICATION**

**ABOUT (PLEASE 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 PARTICPATE IN THIS OPPORTUNITY?

WHY DO YOU WANT TO LEARN ABOUT THE BEEF INDUSTRY?

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

WHY DO YOU THINK IT IS IMPORTANT TO GET MORE BEEF ON THE LUNCH TRAY?

*I have read and understand the qualification requirements and commitment, if selected. Parent or Guardian signature required for applicants under 18 years of age.*

**Signature of Applicant:** \_\_\_\_\_

**Signature of Parent or Guardian:** \_\_\_\_\_