



# High School RESOURCES

## Rules

Students must work together in a group or as a classroom team to submit a completed marketing plan of their selected beef-focused product. Students should complete each bullet point outlined in the Student Checklist. Assign or encourage students to work on the project piece by piece.

Project plans will be submitted as a single PDF document and uploaded through an online submission portal. You will receive the submission link automatically after registration.

Computer aided graphics designed material must be of original design. Use of trademarked or copyrighted material will be grounds for disqualification. If you chose to use clip art or other graphics, please ensure that they are in the public domain.

For a detailed description of how judges will score projects, please refer to the middle school division rubric.

# *Student Project Checklist - High School*

- Choose a beef product or recipe
- Introduce the product
  - What is it called
  - What are the ingredients
  - Where would you sell it
  - Why would people buy it
  - How much does it cost you to make and package it
  - Include why is this recipe good for you
    - What vitamins and minerals are in beef?
- Make a marketing campaign
  - Develop a slogan
  - Create three advertising pieces - social media post, billboard, radio commercial, etc.
    - Be sure to include the beef nutrition in your ads!!
- Give an outline of the product's nutrition
  - Identify essential nutrients and vitamins (zinc, iron, protein, etc.)
  - Identify fat and calories
  - Identify serving size
  - Describe safe storage and handling procedures