



High School Resources

Rules

Students should begin by completing the [Pre-Inventory Survey](#). In teams (or as a classroom), students will select an original beef product and work together to submit an advertisement that showcases the beef product and the health benefits associated with eating beef. Ideas can include but are not limited to a specific cut of beef, a stand-alone product, grab and go meals that include beef, a beef entrée that would be on school lunch menu, or even at an upscale restaurant.

Students should complete each bullet point outlined in the Student Checklist. Assign or encourage students to work on the project piece by piece. After projects have been completed, students should complete the [Post-Inventory Survey](#).

Project plans will be submitted as a single PDF document and uploaded through an [online submission portal](#).

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 [high school division rubric](#).

Student Project Checklist

High School

- Choose an original 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 this recipe is good for you
 - What are the vitamins and minerals in beef?

- Make a marketing campaign
 - Develop a slogan
 - Create three advertising pieces – social media post, billboard, radio commercial, etc.
 - Be sure to include 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