Elementary Resources

Rules

Students should begin by completing the [Pre-Inventory Survey](#). In teams (or as a classroom), students will select a 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. After projects have been completed, students should complete the [Post-Inventory Survey](#).

All projects must be two dimensional and may be designed electronically or in hard copy. Hard copy projects should be scanned or photographed to make an electronic copy. Electronic files will be submitted through an [online form](#). Only PDF files will be accepted.

Computer aided projects 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.

All posters will be judged by the following criteria:
- Does the poster identify and promote a beef product?
- Does the poster show originality by the student?
- Does the poster show evidence of research and learning about beef?
- Does the poster show artistic merit and creativity?
- Does the poster accurately reflect and portray beef nutrition information?
- Is the poster neat and visually pleasing?

For a detailed description of how judges will score projects, please refer to the [elementary division rubric](#).

Student Project Checklist
Elementary

☐ Choose a beef product or recipe

☐ Make beef product title easy to find on poster

☐ Include why this recipe is good for you
    ☐ What vitamins and minerals are in beef?

☐ Writing is easy to read

☐ Artwork is neat and creative!