



March 2018
For immediate release

TWO SCHOOLS WIN BEEF COMPETITION

New York Agriculture in the Classroom and the New York State Beef Council are pleased to announce the winners of the inaugural Top Cut Beef Contest. In this contest students and teachers were exposed to beef production and nutrition with this experiential learning competition where they developed a marketing strategy for a product of their choice and design.

Over forty 6-12 teachers initially registered their classrooms to participate, and each classroom was equipped with a *True Beef: From pasture to Plate* DVD, the True Beef Educator Guide, lesson plans, and stickers for their classroom. Every school was paired with a local beef producer who mentored the students through the process of beef production or supplied the beef necessary for the project. In this hands-on experience, students were exposed to careers in the beef industry and learned about safe food handling practices.

Participants created beef-centric recipes which they made and tested with audiences. Submissions included sandwiches, stews, meatballs, and even jerky. The creativity with this contest was unlimited as students filmed their own commercials and designed websites to market their products. One of the judges, Ken Krutz, Manager of Empire Livestock and Board member of New York Beef Council, said of the entries, "I was amazed at the talent and innovation our youth put into their projects. It was an honor to be a judge for the Top Cut Beef contest."

Thirty entries were submitted for judging by a panel of beef producers and industry experts. Each entry was scored based on the product, the market analysis, the marketing plan, and the beef nutrition analysis. The 1st place classroom in each division will receive \$250, sponsored by the New York Beef Council.

Middle School Division:

Place	School	Product	Teacher	Beef Partner	County
1 st	Pavilion Central School	Grab-A-Bull's Beefy Sliders	Catherine Johnston		Genesee
2 nd	Mount Markham	Beef Stew Delight	Katie Lindsey		Herkimer
3 rd	Mount Markham	Hamburger Soup	Katie Lindsey	Cairncrest Farm	Herkimer

HM	Mount Markham	Beef Mac and Cheese	Katie Lindsey	Herkimer
HM	Mount Markham	Steak Florentine	Katie Lindsey	Herkimer

High School Division:

Place	School	Product	Teacher	Beef Partner	County
1st	E.J. Miliken Technical Center	East Side Slide	Richard Simon		Suffolk
2nd	Pavilion Central School	Gourmet Beef and Tatar Bites	Catherine Johnston		Genesee
3rd	Stockbridge Valley Central School	Flamin' Maple Beef Jerky	Erin McCaffrey-Smith	Erin McCaffrey-Smith	Madison
HM	Fabius Pompey Central School	Mrs. B's Beef Pies	Judith Brennan and Ed Dow	Dan Palladino-The Farm Store	Onondaga
HM	Genesee Valley Educational Partnership	Texas Beef Chili (Chili Con Carne)	Kerri Richardson	WBB Farms and Excelsior Farms	Genesee

We would like to thank each school that participated in the contest for increasing the agricultural literacy of their students. It is our hope that they will grow an appreciation and changed perspective about the beef and agricultural industries in New York and become lifelong consumers of beef produced locally. To enter your classroom in a future contest, or to volunteer your time as a mentor beef producer, please contact nyaitc@cornell.edu.