



Contest Procedures

Middle School

Students will create a beef centric meal that could be sold at their school cafeteria. Meals should include one of each of the five components identified by the [National School Breakfast and Lunch Program](#). Meals must be able to be sold in the school cafeteria and eaten on sight or carried home by or delivered to students. Once students have developed their meal, they will market it to their peers and teachers to persuade them to purchase their beef centric school meal.

Students are encouraged to work individual, as teams, or as a class. Students should work closely with their food service personnel to understand how food is sourced, prepared, recipes designed, cooked, served, and to develop an understanding of the components of a balanced meal.

** For homeschool student/student groups, FFA chapters, private schools, and other groups who are unable to engage with a food service person can discuss procurement with parents about family food budgeting, local restaurants, and/or grocery stores. Groups must meet all other requirements as identified.*

We have provided a Top Cut Beef Contest template to guide your students through each step of the project. Have students fulfill each of the bold areas in the submission form.

Media may be designed electronically or as a hard copy. If students use traditional media such as a poster board, the maximum size of the poster board is 22" x 28". Hard copy posters should be scanned or photographed and submitted electronically. Electronic files (photos, scans, or digitally created files) will be submitted through an online form. You will receive submission instructions after pre-registering.

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

Other acceptable media sources are:

- Video interviews
- Print advertisements
- Radio or podcast advertisements
- Commercials
- Cooking show segments
- Websites
- Social media accounts, advertisements, or posts
- Jingles
- Graphic Novels
- PowerPoint, Google Slides presentations

All media will be judged by the following criteria:

- Does the project identify and promote a beef product?
- Does the project follow the contest theme?
- Does the project show originality by the student?
- Does the project show evidence of research and learning about beef?
- Does the project show artistic merit and creativity?
- Does the project accurately reflect and portray beef nutrition information?
- Is the project neat and visually pleasing?

Videos should be uploaded to YouTube or other social media sites and links placed in the submission document.

Use the following judging rubric to help guide your students' projects:



Submission Form

Introduction

Name and Grade of Students:

Product Name:

School Name:

Teacher Name:

Teacher Contact:

Product

Product Description

Students will use their creativity to develop a beef-centric well-rounded lunch meal. Students need to include one item from all 5 areas identified in the national breakfast and school lunch program.

[National School Breakfast and Lunch Program](#)

Slogan

Recipe

Include the final recipe in your submission, including all ingredients, measurements, and the procedures for preparing your food product.

Storage & Handling

Identify the storage and safe food handling procedures which should accompany this meal.

Nutrition

Identify the nutritional value of your meal.

Market Analysis

Target Audience

Paint the picture of who your target audience is, how will you “sell” them on your meal, what makes your meal unique, what are the benefits, when and where will your meal be served, etc...

Marketing/Brand

Students must include a minimum of two marketing pieces from, but not limited to, the list in the procedures. Include any pictures or links to videos, social media posts, or other links developed by your class. Videos should be uploaded to YouTube or other video platforms and links submitted in your submission.

