

**FOR IMMEDIATE RELEASE**

January 22, 2019

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**New York Schools Win Beef Competition**


Premium dog food, kosher bacon cheeseburgers, and bovine bacon were just a few of the delicious recipes developed, tested, and tasted in the second annual Top Cut Beef Contest for middle and high school students. With over 50 marketing plan submissions the competition was tough. New York Agriculture in the Classroom and the New York State Beef Council are pleased to announce the winners of the Top Cut Beef Contest.

Students and teachers in grades six through twelve were exposed to beef production and nutrition with this experiential learning competition by developing a marketing strategy for a food product of their choice and design. Every classroom was equipped with a *True Beef: From Pasture to Plate* DVD, the True Beef Educator Guide, lesson plans, and consumer guides to better understand the many cuts of beef and their best uses. Schools were 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 their target audience. Submissions included sandwiches, stews, meatballs, and even jerky. The creativity with this contest was unlimited as students filmed their own commercials, drew logos, and designed websites to market their products. One of the judges, Christina Hall, 4-H Educator at Cornell Cooperative Extension of Chenango County and committee member of the New York Agriculture in the Classroom Advisory Board, said of the entries, "When reading through the entries, I was surprised how engaged I became in the ideas the students created and I was amazed at just how innovative they were." Peter Lehning, co-owner of Lehning Farms in Honeoye Falls said of his judging experience, "As a small beef farmer it was great to see the innovative and creative manners in which the Top Cut entries used beef in such diverse manners and I especially enjoyed their unique marketing ideas."

The entries from across the state 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 first-place classroom in each division will receive \$250, second place earns \$100, third place earns \$50, and all receive a banner to display their achievement. The first-place schools will also receive a barbeque grill for their classroom from the New York Beef Council.

Middle School Division:

Place	School	Product	Teacher	Beef Partner	County
					

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<b>1<sup>st</sup></b>	Mount Markham	Heart Healthy Beef Chili	Kate Lindsey	Windex Grassy Knoll Beef	Herkimer
<b>2<sup>nd</sup></b>	Carrie Palmer Weber Middle School	Sizzling SLT	CarrieAnn Lindstadt-lurka		Nassau
<b>3<sup>rd</sup> TIE</b>	Carrie Palmer Weber Middle School	L'Chaim Burgers	CarrieAnn Lindstadt-lurka		Nassau
<b>3<sup>rd</sup> TIE</b>	Mount Markham	Moana's Meatballs with the Red Sea Sauce	Kate Lindsey		Herkimer
<b>HM</b>	Remsen	Godzilla Jerky	Rayne Ives	Eric Horn	Oneida

High School Division:

<b>Place</b>	<b>School</b>	<b>Product</b>	<b>Teacher</b>	<b>Beef Partner</b>	<b>County</b>
<b>1<sup>st</sup></b>	OCM BOCES- New Vision Environmental Science	Mutt Mash	Chad DeVoe	CP Cash and Carry	Cortland
<b>2<sup>nd</sup></b>	Pavilion	Hang Loose Burger	Jennifer Stringer	Amy Mathisen, Mill Crest Acres and Tim Pajda, Empire Livestock	Genesee
<b>3<sup>rd</sup></b>	Marcus Whitman	Hot Pepper Surprise Beef Jerky	Mary Coolbaugh	Bedient Farms	Yates
<b>HM</b>	Penn Yan Academy	Mini BBQ Beef Bites	Carlie Bossard	John Kriese, Spring Pond Farms	Yates

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 of New York's food system and gain exposure to the many careers available in agriculture. To enter your classroom in a future contest, or to volunteer your time as a mentor, please contact [nyaitc@cornell.edu](mailto:nyaitc@cornell.edu).

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