



## **Top Cut Beef Experience**

### *How to Submit Your Entry*

Please start your Top Cut Beef Experience whenever you wish. Feel free to use the videos and additional listed lessons on the New York Agriculture in the Classroom website on the contest page.

Submission of project:

1. Your submission should include your complete marketing plan (in the form of the provided) **AND** any additional documents or media your students have created.
2. Each classroom will submit their project online by 11:59 pm on **December 6, 2023** for the fall contest and by 11:59 pm on **May 6, 2024** for the spring contest.

Fall contest submission link: <https://form.jotform.com/232476185065157>

Spring contest submission link: <https://form.jotform.com/232476698454168>

3. If your file is too large to be uploaded through the online submission:
  - Provide a link to a Dropbox (or similar service) link with the files.
    - If you are sending a Google Doc, please download the file as a PDF and upload the PDF file to the submission form. Please do not link any Google documents.
  - Upload your videos to YouTube and provide the link.
    - Due to upload difficulties, videos will only be accepted in this format.
4. An important note about your submission:
  - It is your responsibility to ensure that all students pictured or recorded have permission for their image to be shared.
  - By submitting the marketing plan components (including photos and video) you are agreeing that they can be used in future beef contest and New York Agriculture in the Classroom promotions.

Questions? Please contact:



Sarah Hale

Program Assistant, New York Agriculture in the Classroom

E-Mail: [slp279@cornell.edu](mailto:slp279@cornell.edu)



## **Beef Producer Partnership Guidelines**

If you would like to work with a local beef producer, please reach out to Chrissy Claudio, Director of Producer Communication & Consumer Engagement for New York Beef Council at [cclaudio@nybeef.org](mailto:cclaudio@nybeef.org). If you have already done so, a local beef producer will be reaching out to you soon to begin your partnership using the contact information you provided. When working with your beef producer, consider utilizing their expertise in the following ways:

- Share your goals for the contest, and your plan for student engagement.
- Discuss opportunities for your students to visit their farm, or for the producer to visit your classroom.
- During the visit to the farm or the classroom, consider having the producer speak about:
  - Grass vs Grain-finished Beef
  - Their feed, animal health, and manure management practices
  - Examples of their marketing of their product and who their target audience is
  - Explain the most commonly used cuts of meat (pairing with the Confident Cooking pamphlets provided with your curriculum)
- You may use the producer to review the student's marketing plan and provided constructive criticism and feedback

With any partnership questions, please do not hesitate to reach out to:

Sarah Hale

Program Assistant, New York Agriculture in the Classroom

E-Mail: [slp279@cornell.edu](mailto:slp279@cornell.edu)

[www.agclassroom.org/ny](http://www.agclassroom.org/ny)