



Masters of Beef Advocacy

Pilot Program

Coming to Oklahoma FFA

Consumers love beef. They love the sizzle of a steak on the grill and biting into a thick, juicy burger. But they have questions. Where does beef come from? Is it safe? Is proper care given to animals and the environment?

We have a great story to tell. Beef producers work hard every day to be good stewards of the land and their animals in providing safe and nutritious beef for America's dinner tables. We need to be passionate and vocal in telling our story.

That's what the Masters of Beef Advocacy (MBA) program is about...equipping beef producers across the country to tell their story in presentations to schools and church/civic groups, through local media and in the "virtual" world of the Internet.

What Is the MBA Program?

The MBA program is a self-directed online training program designed to equip beef producers including our youth and industry allies with the information they need to be everyday advocates for the beef industry. MBA candidates will be required to complete six courses in beef advocacy, including:

- Modern Beef Production – Sharing the many benefits of modern, efficient U.S. beef production
- Animal Care – Explaining our commitment to raising healthy animals
- Beef Safety – Communicating why producing safe food for consumers is a top priority
- Beef Nutrition – Explaining how great-tasting beef strengthens and sustains our bodies
- Environmental Stewardship – Sharing how we're protecting the environment for future generations
- The Beef Checkoff – Communicating the value of your investment in growing demand for beef

How Can You and Your Students Participate?

If you are one of the twenty chapters chosen to participate in the Oklahoma FFA/MBA pilot program, there are two ways to utilize the program, through self-study or through a classroom environment.

Self-Study

Upon acceptance to the pilot program, FFA students and instructors can complete the on-line training program on their own time as part of a self-study course by registering at

www.beef.org/mba. This could also include computer lab time if a FFA chapter has access to one. For tracking reasons, it is key when a student or FFA instructor is registering they enter the following:

Class Study

An FFA instructor can also choose to conduct the program as part of a class. The classroom will need high-speed internet access and the ability to connect to an LCD projector.

Prizes

FFA Instructors

As part of the pilot program, we will offer each participating instructor, who has completed the MBA on-line training program, the opportunity to come to Oklahoma City, Oklahoma for a day of additional education training with the Dean of Students for the Masters of Beef Advocacy, Daren Williams of National Cattlemen's Beef Association. The 6-hour training will include tips and tools for you to share with your students on being advocates for agriculture. Food and lodging for one night will be provided compliments of the Oklahoma Beef Council.

Every instructor who completes the on-line training program and has at least 20 kids complete the program through the on-line training program or through a classroom program by April 15, 2012 will be entered into a drawing to win a \$500.00 Visa debit card. We will draw for two winners at the Oklahoma FFA convention.

FFA Students

Every FFA student who completes their MBA through the on-line training program or through a classroom as part of the pilot program by April 15, 2012 will be entered into a drawing we will hold at the Oklahoma FFA convention. Nine lucky students will win a Visa debit card for \$250.00 with one grand prize drawing for a \$500.00 Visa debit card.

As part of Oklahoma FFA Convention, students will have the opportunity to attend a workshop that will motivate them and provide them the tools to be advocates for agriculture. The workshop will be conducted by Daren Williams, Dean of Students for the Masters of Beef Advocacy program with National Cattlemen's Beef Association.

If you have any questions of the program, please contact the Oklahoma Beef Council at 405-840-3777 or mba@oklabeef.org.



Oklahoma MBA/FFA Pilot Program Application



Application Process

The Oklahoma Beef Council board of directors appreciates your interest in taking part in the Oklahoma MBA/FFA Pilot Program. This is an outstanding opportunity to provide FFA students with the information they need to be advocates for the beef industry and for all of agriculture.

Selection Process

So we ensure, we have an excellent test of the program, we will assess applicants for a mix of various factors including urban/rural, chapter sizes, regionality and type of training utilized (classroom or self-study). It will be our goal to choose a range of chapters for the pilot program.

Requirement for Participation

Before an instructor can apply for the program, you must have completed the self-study, MBA online-training program. To register for the program, visit www.beef.org/mba. For tracking purposes, please provide the following information when registering for the program (see attached sample application).

CONTACT INFORMATION

Company, School, or Farm/Ranch Name:

Instructors will enter name of chapter and FFA chapter identification number (Example: Claremore FFA OK12345)

Job Title

Enter FFA instructor

ADDITIONAL INFORMATION

Are you a part of an organized group/class (please provide class name)?

Example: Claremore FFA

Once a FFA instructor has submitted their information, their application will be reviewed and within three business days, they will receive login information to sign onto the course. The instructor will need to enter the following domain in their safe senders list, @beef.org to ensure the confirmation email with login information is not filtered.

It will take approximately six hours to do the whole program. (As a side note, the first session, Beef Production, is the longest.) FFA instructors must complete the online training program by October 31, 2011.

The application for the pilot program is due November 2, 2011. Please complete the following application below and email to mba@oklabeef.org. If you do not receive confirmation of receipt of your email within five business days, please call the Oklahoma Beef Council at 405-840-3777. We will notify the 20 chapters by November 15, 2011.

If you have any questions of the program, please contact the Oklahoma Beef Council at 405-840-3777 or mba@oklabeef.org.

Oklahoma MBA/FFA Application

FFA Chapter	
FFA Chapter Number	
FFA Instructor (Name)	
Address	
City	
State	
Zipcode	
Phone	
Email	
MBA Completion Date*	
How many students are in your FFA Chapter?	
How many students do you anticipate participating in the pilot program?	
How will you conduct the program? Self-Study or Classroom presentation?	
What do you hope your students to gain from completing the MBA program?	
What do you think is the greatest challenge for livestock agriculture in the 21 st century?	

***It is important to note, an instructor must have completed the online MBA program before they are eligible to be a part of the pilot program.**

SAMPLE APPLICATION

MASTERS OF BEEF ADVOCACY APPLICATION

Thank you for your interest in the Masters of Beef Advocacy (MBA) program. Through this program, you will be better equipped to tell the story of modern beef production in presentations to schools and church/civic groups, through local media and in the "virtual" world of the internet.

Please complete the following information, and hit "submit" to submit your application (hint: use the tab key to toggle between fields).

CONTACT INFORMATION

* indicates required field

First Name *

Angus

Middle Initial

Last Name *

Hereford

Company, School, or Farm/Ranch Name

Company, School or Farm/Ranch Name

Claremore FFA OK23456

Job Title

Ag Instructor

Primary E-mail Address *

angushereford@hotmail.com

Mailing Address *

2200 Blackbaldy

City *

Claremore

State *

Oklahoma

Zip *

70000

Country

United States

Daytime Phone *

918555555

Evening Phone



GENERAL BACKGROUND

How are you involved in the beef industry? *

- Cow/calf
- Stocker
- Feeder
- Packer/Processor
- Supplier of goods/services
- Other (Please specify below)

FFA Instructor

How many years have you worked in the beef industry? *

- Less than five
- 5-9
- 10-14
- 15-20
- 20+

Are you Beef Quality Assurance (BQA) certified?

- Yes
- No

PROGRAM PARTICIPATION

Are you planning to participate in advocacy activities once you complete the MBA program? *

- Yes
- No

If yes, in which of these post-graduate activities would you like to participate (select all that apply)?

- Posting comments on online new articles
- Letters to the editor
- Media Interviews
- Community/school presentations
- General public speaking
- Other (Please specify below)

PREVIOUS EXPERIENCE

Please indicate your previous experience promoting the beef industry to external audiences. (select all that apply) *

- Blogging/online issues response
- Community/school presentations
- General public speaking
- Letters to the editor
- Media Interviews
- Other (Please specify below)

ADDITIONAL INFORMATION

How did you hear about the Masters of Beef Advocacy program? *

Fellow MBA student (if so, please provide student's name)

Ag newspaper/magazine

Farm radio

Cattlemen-to-Cattlemen TV Show

State Beef Council/Cattlemen's Association

Presentation at an industry meeting

School Teacher/Club (e.g. Collegiate Cattlemen/Women)

Other (Please specify below)

Oklahoma FFA Program

Why are you interested in earning your Masters of Beef Advocacy? *

It's an opportunity to learn the tools necessary for promoting the livestock industry.

Are you part of an organized group/class?

Are you part of an organized group/class (please provide class name)?

Claremore FFA

Please list any additional information you'd like to include in support of your application (e.g., awards or recognition you have work in the beef industry and/or involvement with industry organizations such as FFA, 4H, etc.).

Submit