



Masters of Beef Advocacy

2018-2019

The American beef industry is proud to produce wholesome, nutritious beef for consumers across the world. Consumers love juicy flavorful steaks and burgers, however many have questions about how beef is produced, from pasture to plate. Tough questions like "is beef raised on factory farms?" and "are cattle pumped full of antibiotics?" are commonly flashed across television and newspaper headlines and social media sites and leave a lasting impression on viewers.

The average consumer is two generations removed from agriculture and has very little first-hand experience with food production. And they are hungry for information. It's up to us, the beef community, to engage them in conversations and answer their questions about how beef is raised, from pasture to plate. By completing the checkoff-funded MBA 2.0 course, beef community members can sharpen their conversation skills and equip themselves with the information and confidence they need to answer tough questions about beef production.

The MBA lessons address environmental sustainability, beef nutrition, animal welfare and beef safety while taking users through the beef lifecycle, from pasture to plate. The lessons also offer historical context on the evolution of the U.S. beef industry from the time the first cattle were brought to North America to today.

The checkoff-funded MBA course is a self-directed online training program designed to equip beef producers and industry allies with the information they need to be everyday advocates for the beef industry. MBA students will be required to complete five lessons in beef advocacy, including:

- The Beef Community
- Raising Cattle on Grass
- Life in the Feedyard
- From Cattle to Beef
- Beef. It's What's For Dinner.

Enter the Real World

Once students have completed all five lessons, Oklahoma FFA instructors and students will be invited to join the Masters of Beef Advocacy Alumni Facebook group – a virtual community for MBA graduates to log your advocacy activity and share stories with fellow MBA graduates, as well as download the latest fact sheets, infographics, blogs, articles and presentations you need to be “everyday advocates.” This can be as simple as talking to friends, family and neighbors. Graduates also will be equipped with tools to reach out to broader audiences in their communities by:

- Giving presentations – schools, civic organizations, etc.
- Getting active in the online environment – posting comments/video on social media, blogging, etc.
- Participating in media interviews – print and/or broadcast media



How Can You and Your Students Participate?

There are two ways to participate in the program, through an online course or a classroom environment.

Online Course

FFA students and instructors can complete the online 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. The online MBA courses are now updated and are available on all browsers and devices. Former software incompatibilities are now a thing of the past! For tracking reasons, it is key when a student or FFA instructor is registering they enter the following:

CONTACT INFORMATION

Company, School, or Farm/Ranch Name:

Students will enter name of chapter and FFA student identification number (Example: Claremore FFA 12345)

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

Job Title

Enter student or FFA instructor

Once submitted, applications will be reviewed within one business day and log-in information to access the course will be emailed from mba@beef.org. Students and instructors are asked to add beef.org to their safe senders list to ensure confirmation emails with program information are not filtered as spam. Preference is for emails not to be associated with school districts or government due to the extremely high rejection rate by spam filters.

Upon finishing the five online lessons, a certificate of completion will be available, and graduates will receive an email with details of how to join the Masters of Beef Advocacy Alumni Facebook group.

Classroom Kits

Instructors can also choose to conduct the program as part of a class by completing an application for a Classroom Kit at bit.ly/MBAClassroom. Applications for Classroom Kits will be reviewed and within one business day, an email will be sent from mba@beef.org with instructions for downloading the course materials – lesson plans, videos, quizzes, instructor guides, and a blank classroom roster spreadsheet.

Instructors should reference the Classroom Curriculum Guide for an outline to complete the lessons in a classroom setting. Once all five lessons are completed, complete the included excel sheet with student names, contact information, and quiz scores, then email to mba@beef.org for final submission.

For planning purposes, the length of each lesson is between 25 to 40 minutes long. It is possible to stop a section for continuance the next day. The five sections are as follows:

- The Beef Community
- Raising Cattle on Grass
- Life in the Feedyard
- From Cattle to Beef
- Beef. It's What's For Dinner.

Prizes-\$6,000 Up for Grabs

FFA Instructors

Every instructor, who has at least five students complete the program through the online training program or through a classroom program by March 24, 2019, will be entered into a drawing to win a \$250. We will draw for three winners for presentation at the Oklahoma FFA convention. Additionally, 10 FFA instructor will win \$200 for participating which will be mailed to them.

FFA Students

Every FFA student who completes their MBA through the online training program or through a classroom program as part of the program by March 24, 2019 will be entered into a drawing. Three lucky students will win \$250 to be presented at the Oklahoma FFA convention. Additionally, 50 students will win \$50 a piece for participating, which will be mailed to the students.