

Tennessee's YR&F Beef Backer Contest Guidelines

Promotion Purpose:

- To encourage consumers to purchase and prepare more beef this summer
- Recognize Tennessee Young Farmers & Ranchers (YF&R) groups that actively promote beef within their communities.
- Promote team-based, group-driven efforts within the county YF&R organizations.

Promotional Details:

- This contest is designed to be a **group effort**. The Beef Backer event should be planned, organized, and executed by the YF&R Group.
- YF&R groups may determine the details of their promotion (date, time location, format, etc.)
- Events may be shared on personal and community social media pages; however, the event must be hosted and led by the YF&R group.
- YF&R groups must utilize TN Beef Council resources, provided to the group after completion of the [Event Projection Form](#).
- Each group **MUST submit an [Event Evaluation Form](#) for judging**. Each county YF&R group **MUST submit a video showcasing the event**. The video will be used as part of the judging process and is **required for judging**.
- The winners will be selected based on their submitted event after it is reviewed by the judges.

Important Event Submission Rules:

- **Only ONE event submission per YF&R group will be considered by the judges.**
- If your county YF&R group chooses to collaborate with another group. (Such as, local 4-H club or local FFA chapter), **only one organization may submit the event for judging.**

Judging Criteria:

- Creativity of the promotion
- Estimated community reach
- Clear and effective promotional messaging/talking points
- Inclusion of giveaways or interactive elements
- Use of Beef promotional materials at event provided by the Tennessee Beef Industry Council
- Promotion through local media & social media
- Direct consumers to www.beefitswhatsfordinner.com for more recipes and beef information.
- Event must take place between **June 17 - July 31, 2026**

Top 3 Promotions will receive the following monetary prizes.

- **1st Place Winner: \$1,500**
- **2nd Place Winner: \$1,000**
- **3rd Place Winner: \$500**

All checks will be made to the county YF&R organization. Winners will be presented during the YF&R Luncheon at the Annual Farm Bureau Convention in December.

Section VI of the YF&R section in TFBF County Awards of Excellence (CAE) report could garner a county five points for involvement in the Beef Backer program.

Evaluations must be submitted by August 19th, 2026

Questions?

Contact Emily Haskew at ehaskew@tnbeef.org