

Tennessee's FFA Beef Backer Contest Guidelines

Promotion Purpose:

- Encourage consumers to purchase and prepare more beef during the summer months.
- Recognize Tennessee FFA chapters that work to actively promote beef within their communities.
- Foster collaborative, chapter-based efforts in planning and executing promotional events.

Promotional Details:

- This contest is designed to be **completed as a group project** not an individual's project. Each event should be planned, organized and carried out by the FFA Chapter as a group.
- Chapters have the ability to determine the specific details of their promotion (Date, time, location, format, etc.)
- Events may be shared on personal and community social media pages; however, the event itself must be hosted and led by the FFA chapter.
- Chapters **MUST** utilize TN Beef Council resources, which will be provided to the chapter after an [Event Projection Form](#) is completed.
- Each chapter **MUST submit an [Event Evaluation Form](#)** for judging. Each chapter must submit a **video showcasing the event**. The video will be used as part of the judging process and is a **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 chapter will be considered by the judges.**
- If your chapter chooses to collaborate with another group (such as a County Young Farmers & Ranchers group or a County 4-H group), **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: \$850**
- **2nd Place Winner: \$600**
- **3rd Place Winner: \$300**

All checks will be made to the FFA Chapter.

Evaluations must be submitted by August 19th, 2026

Questions?

Contact: Emily Haskew at ehaskew@tnbeef.org