

# **MINNESOTA PORK INDUSTRY AMBASSADOR HANDBOOK**

**2020 EDITION**



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The Minnesota Pork Board's ambassador program strives to create a learning environment for the development of young leaders in the pork industry. Participation in the ambassador program will increase understanding of the pork industry and its opportunities and challenges. Additionally, the ambassador program will develop the necessary support system for participants' current and future involvement as leaders in the Minnesota pork industry.

## **Program Objectives**

1. To develop future leaders for the Minnesota pork industry and agriculture.
2. To instill a sense of commitment in young people to the pork industry by providing them with service opportunities that allow them to become involved at the local, state, and national levels.
3. To develop leadership and communication skills through hands-on experiences.
4. To establish a network of individuals that will serve as a resource for young people as they look to develop their leadership skills and become increasingly involved in the pork industry.

**SECTION ONE:  
County Ambassadors**

# Selection of County Ambassadors

County ambassadors should be selected according to each respective county organization's policies and criteria. The Minnesota Pork Board does not prescribe a process for selecting county ambassadors.

***NOTE: Young people from counties with inactive county pork associations are eligible for the state ambassador competition. Individuals should submit the necessary information listed below independently and will be considered as a candidate for the state pork ambassador competition.***

## **STATE AMBASSADOR COMPETITION ELIGIBILITY NOTE:**

***If the ambassador intends to compete for the state ambassadorship, the ambassador must meet the qualifications for the state ambassador program which are outlined on page 10 of this handbook.***

**There is no limit to the number of individuals that can represent a county.**

## **2020 Ambassador Event and Deadline Calendar**

May 1, 2020

### **Local Ambassador Forms due to the Minnesota Pork Board Office**

Including:

- County Ambassador Form (Page 17)
- County Ambassador Questions (Page 18)
- One High Resolution Photo (Digital is preferred.)
- Parental Permission Form (Page 19)
- Typed Essay (Page 12)

June 15-17, 2020

### **Young Leaders in Agriculture Conference Sioux Falls, South Dakota**

July 3, 2020

### **Confirm State ambassador competition hotel reservation through Minnesota Pork Board Office**

Call Colleen at (507) 345 - 8814

August 3-5, 2020  
**Competition**

### **Minnesota Pork Industry Ambassador**

August 27 - September 7

### **Minnesota State Fair**

September 15

### **Ambassador Scholarship form due to Minnesota Pork Board**

# Ambassador Scholarship Requirements

**Each pork ambassador is eligible for a \$500 scholarship** from the Minnesota Pork Board. Listed below are the five requirements that must be completed in order for an ambassador to be eligible for the county ambassador scholarship offered by the Minnesota Pork Board. **There are no substitutions for the required activities.**

Scholarship recipients must complete these five (5) activities:

1. Attend the Young Leaders in Agriculture Conference  
DATE: June 15-17, 2020  
LOCATION: Sioux Falls, South Dakota
2. Volunteer at the Minnesota State Fair Oink Booth or Promotion Booth.  
DATE: August 27 - September 7, 2020
3. Complete a media interview (newspaper, radio or television).
4. Compete in the Minnesota Pork Industry Ambassador Competition  
DATE: August 3-5, 2020  
LOCATION: Holiday Inn, New Ulm, MN and Farmfest Grounds
5. Ambassador must choose one of the following activities:
  - a. Conduct a children's "ag in the classroom" presentation.
  - b. Assist with a community pork event (grilling, county fair swine show, parade, store demonstration, etc.).

Use the 2020 Pork Ambassador Scholarship Program form, which is located in the forms section of this handbook, to verify completion of each activity—a signature from an event coordinator is needed.

**Scholarship forms are due September 15, 2020.**

# 2020 State Opportunities for Ambassadors

NOTE: \*\* Indicates event is a scholarship requirement

1. ***Young Leaders in Agriculture Conference*** \*\*  
DATE: June 15-17, 2020  
LOCATION: Sioux Falls, SD
2. ***Minnesota Pork Industry Ambassador Competition*** \*\*  
DATE: August 3-5, 2020  
LOCATION: Holiday Inn, New Ulm, MN and Farmfest Grounds located between Redwood Falls and Morgan, MN
3. ***Minnesota State Fair - Volunteer in Oink or Promotion Booth*** \*\*  
DATE: August 27-September 7, 2020  
LOCATION: Minnesota State Fair Grounds
4. ***Taste of Elegance***  
DATE: January 18, 2021  
LOCATION: Minneapolis Hilton
5. ***Minnesota Pork Congress***  
DATE: January 19-20, 2021  
LOCATION: Minneapolis Convention Center
6. Earn a **\$500 scholarship** from the Minnesota Pork Board by completing five required activities. Refer to scholarship section for details.

# Expense Responsibilities for Local Ambassadors

1. Each county has its own policy regarding local activity expenses. Confer with your county ambassador chairperson for guidance on local activity expenses. (ex. mileage to events, supplies, etc.)

2. Young Leaders in Agriculture Conference

Local Pork Ambassador is responsible for:

- Transportation to and from conference
- Meals during travel
- Personal spending money

Minnesota Pork Board is responsible for:

- Program expenses
- Meals during programmed events
- Two nights lodging

3. Minnesota Pork Industry Ambassador Competition – Farmfest

County Ambassador is responsible for:

- Breakfast for two mornings
- Personal spending money
- Travel expenses to and from competition

Minnesota Pork Board responsibility

- Registration for Farmfest
- Meals during competition
- 2 nights lodging
- Apparel (two shirts)



**SECTION TWO:  
State Ambassador  
Competition**

# Qualifications for Minnesota Pork Industry Ambassador (state contest)

1. A county is encouraged to select candidates for the Minnesota Pork Industry Ambassador Competition. If you do not have an active county pork producers association see point 3 below. Individuals can participate in the MN Pork Ambassador program independent of their county pork organization.
2. **Candidates must be between 18 and 22 years of age as of August 1, 2020.**
3. Participants or their family do not need to be a member of a county pork producer association, or be actively involved in pork production. Individuals must, however, have a strong interest in the future of the pork industry and agriculture or be pursuing a career in an agriculture-related field or business.
4. Participants must have strong communication and leadership skills.
5. An individual may participate in the Minnesota Pork Industry Ambassador competition twice, so long as the qualification requirements are met.
6. Runners-up at the state level may compete an additional year for the title of Minnesota Pork Industry Ambassador, so long as their participation complies with statement 2 and 5 above.
7. An individual may serve only once as Minnesota Pork Industry Ambassador.

# Application Process Deadlines

May 1, 2020

County Ambassador Forms due to the Minnesota Pork Board Office

Including:

- County Ambassador Form (Page 17)
- County Ambassador Questions (Page 18)
- Typed Essay (Page 12)
- Parental Permission Form (Page 19)
- One High Resolution Personal Photo

July 3, 2020

Confirm hotel reservation through Minnesota Pork Board Office

Call Colleen at (507) 345 - 8814

August 3-5, 2020

Minnesota Pork Industry Ambassador Competition

## State Ambassador Competition Components

1. Essay (Reference Essay Guidelines on Page 12)
2. 5 - 7 Minute Presentation  
(Reference Presentation Guidelines on Page 12)
3. Personal Interview  
Each candidate will be interviewed by a panel of three judges. The personal interview will be an opportunity for candidates to demonstrate their knowledge of, passion for and commitment to the pork industry.
4. Group Activity  
Each candidate will participate in a group activity that will be given to the candidates during the competition.

# Essay Guidelines

1. Submit a typed essay sharing your opinion on a pork industry related subject of your choice. **Deadline May 1, 2020**

***(An essay shares an opinion or perspective. Facts and research may assist your essay writing, however do not submit a research paper.)***

2. Essay should be a minimum of 600 words and a maximum of 1,000 words on a subject of your choice.

## **Example Subjects:**

- Environment (issues, new technology, etc.)
- Education (agriculture literacy, image campaigns, etc.)
- Production (disease research, PQA Plus, management, etc.)
- Economics (trade and exports, market cycles, etc.)
- Food Safety (HACCP, food preparation, consumer information, etc.)
- Social issues (politics of agriculture, animal welfare, expansion, alternative proteins, etc.)

This list is not a comprehensive list of the potential subjects your essay could cover do not let this list limit you.

# Presentation Guidelines

1. Ambassador candidates will deliver a 5-7 minute presentation on a topic of your choosing during the state pork ambassador competition at Farmfest.
2. Ambassador candidates can utilize visual aids including but not limited to: PowerPoint Presentation, Posters, Props, etc.  
NOTE: If using a PowerPoint presentation make sure there is a high level of contrast between your background color and your text color - White Background / Black Words or Tan Background / Black Words - This will improve the readability of your presentation in the bright tent at Farmfest.
3. The Minnesota Pork Board will supply a computer and TV to show your presentation.
4. If utilizing a PowerPoint presentation, save your presentation as a pdf on a portable jump drive so transitions between presentations is streamlined.

# Awards

1. The Minnesota Pork Industry Ambassador will receive:
  - A \$1,500 scholarship. The first half of the scholarship will be paid at the time of state contest; the second half will be paid in August.
  - Minnesota Pork Board clothing.
  - Business cards and name badge.
  - Trip to Washington D.C.
  - Invitation to participate in two industry networking tours
2. The first runner-up will receive:
  - A \$750 scholarship. The first half of the scholarship will be paid at the time of state contest; the second half will be paid in August.
  - Minnesota Pork Board clothing.
  - Business cards and name badge.
  - Trip to Washington D.C.
  - Invitation to participate in two industry networking tours
3. The second runner-up will receive:
  - A \$500 scholarship. The first half of the scholarship will be paid at the time of state contest; the second half will be paid in August.
  - Minnesota Pork Board clothing.
  - Business cards and name badge.
  - Trip to Washington D.C.
  - Invitation to participate in two industry networking tours
4. The ambassador who writes the best essay will receive a \$250 scholarship.
5. Participants vote on the Congeniality Award, and the winner receives a \$25 scholarship.
6. All participants will receive an appreciation gift

# **Responsibilities of Minnesota Pork Industry Ambassadors**

The Minnesota Pork Industry Ambassador will serve as the primary youth spokesperson for the Minnesota Pork Board and the Minnesota pork industry.

1. Be knowledgeable of pork industry trends and issues and keep up-to-date on current events within the pork industry.
2. Serve as a youth spokesperson for the Minnesota Pork Board and Minnesota pork industry. Ambassador will be called upon to participate in radio, newspaper and television interviews.
3. Attend industry-related activities and Minnesota Pork Board programs as deemed necessary by the Human Capital Committee and Minnesota Pork Board Staff. For example, participation in the World Pork Expo, Oink Outings, the Spring Barrow Show, Ag in the Classroom and county promotional events.
4. Attend Young Leaders in Agriculture Conference.
5. Be available to work/appear at the Minnesota State Fair.
6. Conduct classroom visits for Ag in The Classroom and other literacy events.
7. Help with the state ambassador contest at Farmfest 2020.
8. Assist with Pork Congress and Annual Meeting activities.
9. Participate in Washington D.C. trip April 2021
10. Participate in 2 Industry networking tours

# Calendar of Events For the Minnesota Pork Industry Ambassadors

**Please Note:** *These events are typical of those that the state ambassadors might be asked to attend. This list is not comprehensive.*

August / September	Minnesota State Fair Activities For Example: Media Interviews, Assisting with Oink Day at the Miracle of Birth Center, Assisting at Shows, Volunteering in Oink and Promotion Booths, and Mobile Marketing Weekend
October	Pork Month
January	Pork Congress/ Taste of Elegance/Annual Meeting
February	Networking Tour
April	Minnesota FFA Convention/Washington D.C. Trip
June	World Pork Expo Minnesota Pork Board Committee Meetings Young Leaders in Agriculture Conference Networking Tour





# County Ambassadors Form

**Return to Minnesota Pork Board by May 1<sup>st</sup>**

The Minnesota Pork Board's Ambassador Program promotes leadership, communication skills, and knowledge of the pork industry and agriculture through hands-on activities and social experiences. Youth representing a local or county pork organization may participate in state-supported events, including the Minnesota Pork Industry Ambassador Competition, Minnesota Agriculture Ambassador Institute, the state fair Oink Booth, and Minnesota Pork Congress.

County ambassadors may earn a \$500 scholarship from the Minnesota Pork Board for completing a prescribed list of tasks (identified in the Ambassador Handbook). Additionally, all county ambassadors are encouraged to compete for the Minnesota Pork Industry Ambassador Positions. Successful state ambassadors receive additional scholarships: Minnesota Pork Industry Ambassador-\$1,500; 1<sup>st</sup> Runner up-\$750; and 2<sup>nd</sup> Runner up-\$500. Additional cash awards are presented for Best Essay and Congeniality.

**Counties determine their own local selection criteria. Refer to the ambassador handbook for state ambassador contestant eligibility guidelines.**

**COUNTY:** \_\_\_\_\_

**AMBASSADOR NAME:** \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Address, including town and zip: \_\_\_\_\_

Cell phone: \_\_\_\_\_ Home phone: \_\_\_\_\_

Email: \_\_\_\_\_

Parents/Guardian Names: \_\_\_\_\_

School Attending: \_\_\_\_\_

If a college student, please provide (temporary residence) address:

\_\_\_\_\_

***Please answer the following questions on an attached document.***

1. Why would you like to become the Minnesota Pork Industry Ambassador?
2. What special qualities or skills can you offer as the Minnesota Pork Industry Ambassador?
3. What do you feel is the most critical challenge facing the pork industry? Outline your thoughts on how the industry should address this issue.
4. Describe your personal goals (education, career, leadership, etc.).
5. List the activities you are involved in: e.g. 4-H, FFA, school, community, church, awards, etc.
6. What experiences have had the greatest impact on your goals?
7. What full- or part-time jobs have you held? Describe how your jobs have affected your life skills or prepared you for a future career.

**\*Please attach or send one high resolution, digital head shot.**

**Return this form by May 1st to:  
Minnesota Pork Board  
151 Saint Andrews Court - Suite 810  
Mankato, MN 56001  
Fax: 507-345-8681 Email: Jill@mnpork.com**

# 2020 Pork Industry Ambassador Contestant Agreement and Parental Permission Form

## Parent Portion:

I support the participation of my son/daughter \_\_\_\_\_ (name) in activities hosted by the Minnesota Pork Board (MPB). These events include:

- Young Leaders in Agriculture Conference
- Volunteering at Minnesota State Fair
- Farmfest – State Pork Ambassador Competition
- Others as planned by the Minnesota Pork Board

I understand that some events will not be formally chaperoned by the Minnesota Pork Board.

## Ambassador Portion:

I acknowledge that I am representing Minnesota’s 3,000 pig farming families, myself and my family. I will conduct myself in a respectful, professional and engaging manner while at all ambassador functions sharing a positive message about the Minnesota pork industry through my conversation and actions.

I will not at any time, regardless of the quantity: (1) use or consume, have in possession a beverage containing alcohol; (2) use or consume, have in possession tobacco; (3) use or consume, have in possession, buy, sell, or give away any other controlled substance or drug paraphernalia at ambassador functions/appearances. Failing to meet requirements 1-3 will result in the immediate forfeit of my County Ambassador Scholarship.

\_\_\_\_\_  
*Parent Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Ambassador Candidate*

\_\_\_\_\_  
*Date*

Please provide contact information in the event of an emergency:  
Parent/Guardian phone number:

\_\_\_\_\_  
Home

\_\_\_\_\_  
Work

\_\_\_\_\_  
Cell

# Pork Ambassador Scholarship Program 2019

County pork ambassadors may earn a \$500 scholarship from the Minnesota Pork Board (MPB). **Complete the following 5 activities (no substitutions):**

1. Attend the Young Leaders in Agriculture Conference.
2. Volunteer at the Minnesota State Fair Oink Booth or Promotion Booth.
3. Complete a media interview (newspaper, radio or television).
4. Compete in the state ambassador competition at Farmfest.
5. Choice of one of these activities:
  - a. Conduct a children's "ag in the classroom" presentation.
  - b. Assist with a community pork event (grilling, county fair hog show, parade, store demonstration, etc.

## Questions on the scholarship program requirements?

Call Jill Resler at the MPB office at 1-800-537-7675.

**E-mail: [Jill@mpork.com](mailto:Jill@mpork.com)**

**When you complete an activity, get the signature of the event supervisor, media person or organizer.**

Forms must be completed and returned to the Minnesota Pork Board (MPB) office by Sept. 15th

<b>EVENT NAME</b>	<b>DATE of EVENT</b>	<b>SUPERVISOR SIGNATURE</b>
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1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Ambassador Name:** \_\_\_\_\_ **County:** \_\_\_\_\_

**Ambassador Address (include city/zip):** \_\_\_\_\_

**Ambassador Telephone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

Minnesota Pork Board • 151 St. Andrews Court - Suite 810 • Mankato, MN 56001