

2019
APPLICATION
Due April 1, 2019



1. Name _____
2. Email _____
3. Phone _____
4. Mailing Address _____

5. Date of Birth _____
6. Business/Organization Name _____
7. Social Media Handles (if any)
 - a. Twitter _____
 - b. Instagram _____
8. Why did you become a butcher/meat cutter?

9. Tell us about your personal butchery/cutting style.

10. What makes you the best beef butcher/meat cutter?

11. If a vegan or vegetarian consumer asked why you are a butcher, what would you tell them?

12. If a consumer was on the fence about eating meat, what would you tell them to encourage them to include meat in their diet?

13. What's the best piece of advice or tip you've received in your time as a butcher?

Short Beef Quiz- *(Take your time on this, your score from this quiz will make up 5% of your final score if you are selected as a finalist. Feel free to look up any answers online!)*

1. The blade bone or the scapula bone in the shoulder is more commonly referred to as the WHAT bone?
2. The beef rib primal comes from the beef forequarter, where it's separated from the beef chuck between the ____ and ____ rib, and from the loin between the ____ and ____ ribs. It is at this location between the rib and loin break where grading takes place.
3. What is the difference between raising grass-finished beef and grain-finished beef? (WRITE IN ANSWER)
4. Why are cattle fed grain? (WRITE IN ANSWER)
5. What are the first, second, and third most tender cuts in the beef animal? (WRITE IN ANSWER)
6. What has the most impact on tenderness?
 - Cattle genetics
 - Type of/time on feed
 - Cutting techniques
 - Cooking method
 - All of the Above

It's time to talk **beef chuck**, if you are selected to be one of the 10 finalists to participate in the live beef butcher contest at the PAMP conference, you will be asked to break down a beef shoulder clod subprimal and merchandise the beef value cuts. (Feel free to look up any answers ONLINE!)

7. What are beef value cuts?
8. The chuck primal is divided into two main groups. What are those two groups?
9. The shoulder clod is comprised of five main muscles, two of which are fabricated into stew and/or ground beef. What are the remaining three muscles?
10. What beef value cut is commonly merchandised from the shoulder center/clod heart?
11. What is commonly merchandised from the top blade?

Please return this application to Christie Brown by **April 1, 2019**

If you prefer to complete this application ONLINE- here is the link:
<https://goo.gl/forms/geSDSmzt0js7fsj83>

Northeast Beef Promotion Initiative
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Fax: 814-623-6531

IMPORTANT DETAILS TO KNOW:

1. You will be notified on or by **April 8th** regarding the status of your application.
2. If you are selected as one of the 10 finalists, you will be **expected** to compete in the LIVE beef butcher contest on May 9, 2019 at 12:00pm at the Penn State Meat's Lab. A boxed beef lunch will be provided.
3. If you know now that you will not be able to participate in the live contest if selected, please do not apply.
4. At the very start of this butcher's contest, the Pennsylvania Secretary of Agriculture, Russell Redding, will be on-site to give the official "May is Beef Month" proclamation. We are anticipating media coverage of this proclamation and they will be invited to stay to cover the contest.
5. The contest awards ceremony will take place at the Awards Dinner & Auction on Saturday, May 11th from 6:00pm – 9:00pm. Please plan to attend this dinner if you are selected as a finalist. As a finalist, you will receive a complimentary ticket for dinner.

