



## **Calling ALL beef butchers! If you're heading to the PAMP Annual Conference in 2019, why not show off a little and see if your skills can earn you some cash!!**

**Who's invited to apply?** Anyone who thinks they know a little something about beef and wants to show off their skills in a fun and competitive setting!

**Who's hosting the contest?** The Northeast Beef Promotion Initiative, a contractor to the Beef Checkoff Program, through a grant from the Colorado Beef Council and the Pennsylvania Beef Council!

**What will the contest involve?** A timed breakdown of the beef shoulder clod with the expectation that the clod be fabricated into the following beef value cuts; Flat Iron, Ranch Steak, Petite Tender. Judging will be based on accuracy, cutting technique, presentation of cuts and verbal consumer sales pitch. Additionally, the contest will include a beef cut identification round.

**When will the contest take place?** On Thursday, May 9, 2019 from 12:00 pm. until 3:00 pm. at the Penn State Meats Lab.

**Will prizes be involved?** You better believe it! 1st Place: \$500, 2nd Place: \$250, 3rd Place: \$150. Awards will be given out to all finalists at the PAMP Awards Dinner and Auction on Saturday, May 11th from 6:00 p.m. until 9:00 p.m.

**How do I apply?** Complete the application included as an insert in the PAMP newsletter. Applications are due by April 1. The 10 finalists will be notified by April 8th.

**Did we mention!??** At the start of the contest, the PA Secretary of Agriculture, Russell Redding, will be giving the official PA "May is Beef Month" proclamation and media will be invited to attend!

