



CALLING ALL BEEF BUTCHERS!
Headed to the PAMP Annual Conference in 2021?

**Put your knives to the test 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 sub-contractor to the Beef Checkoff Program, and the Pennsylvania Beef Council!

What will the contest involve? A timed breakdown of the beef chuck roll with the expectation that the chuck roll be fabricated into the following innovative beef cuts; Boneless Country-Style Ribs, Chuck Eye Roast, Delmonico, Denver, and Sierra Steaks. 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 13, 2021 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 15th from 6:00 pm. until 9:00 pm.

How do I apply? Complete the application included as an insert in the PAMP newsletter. Applications are due by April 2, 2021. The 10 finalists will be notified by April 9, 2021.



Funded by Beef Farmers and Ranchers