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2007 NATIONAL BEEF AMBASSADOR ANNOUNCED

Matthew Peebles, Silver Springs, FL, won the title of 2007 National Beef Ambassador at the annual competition, held Oct. 5-7 in Minneapolis, Minn. The competition was established on behalf of the Cattlemen's Beef Board and state beef councils by the American National CattleWomen, Inc. (ANCW). The ANCW serves as one of the Beef Board's contractors for checkoff-funded programs.



Matthew Peebles, FL - 1st Place

Twenty contestants from throughout the country vied for the national title and \$5,000 in cash prizes sponsored exclusively by Tyson Foods, Inc. Additionally three educational scholarships totaling \$2,250 were given by the American National CattleWomen Foundation, Inc. Peebles received \$2,500 cash and a \$1,000 college scholarship. Second place went to Amanda Rankin, Caliente, Calif, who received \$1,200 and a \$750 scholarship. Third place winner JoAnna Strom, Beresford, SD, received \$800 and a \$500 scholarship. Christie Molinaro, Pennsylvania and Londa Johnson, Minn, received \$250 each as honorable mention awards.

Peebles is a member of FFA, and the Junior Florida Cattlemen's Association. He enjoys promoting the beef industry, raising cattle and team roping. Peebles career plans are to become a veterinarian.

The National Beef Ambassador Program was conceived in 1988 by the American National CattleWomen, Inc. In 1990, the Cooperative Extension, National 4-H Program accredited the competition as a national event. In 1995, ANCW received beef checkoff funding from the Cattlemen's Beef Board to expand the program, which today involves youth ages 17-20.

While preparing for this national speaking competition, youth learn about the importance of the beef industry and beef as an agricultural product. The program highlights the positive impact the cattle industry has on our economy and families. Trained youth ambassadors address industry issues and misconceptions, while they help educate peers, consumers and producers about food safety, nutrition and the beef checkoff program.

Contestants participating in the National Beef Ambassador Competition presented a speech about the promotional aspects of beef, completed interviews with media and beef-industry representatives and attended a checkoff-funded educational workshop titled "Telling the Production Story." The workshop was presented by the National Cattlemen's Beef Association on behalf of the Cattlemen's Beef Board and state beef councils.



(L to R) Chris Molinaro, PA - Honorable Mention; Amanda Rankin, CA - 2nd Place;
Matthew Peebles, FL - 1st Place; JoAnna Strom, SD - 3rd Place;
Londa Johnson, MN - Honorable Mention

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The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval. The checkoff assessment became mandatory when the program was approved by 79 percent of producers in a 1988 national referendum vote. Checkoff revenues may be used for promotion, education and research programs to improve the marketing climate for beef.

Tyson Foods, Inc. (NYSE: TSN), founded in 1935 with headquarters in Springdale, Ark, is the world's largest processor and marketer of chicken, beef and pork, the second-largest food company in the Fortune 500 and a member of the S&P 500. The company produces a wide variety of protein- based and prepared food products, which are marketed under the "Powered by Tyson(TM)" strategy.

The American National CattleWomen, Inc. is a trade association of American women in the beef cattle industry, with the primary focus of promotion and consumer education regarding beef as a safe and nutritious food, and the production of beef cattle as an industry.