

# Beef Production – Placement

## Sponsored By: Tennessee Beef Council



**Purpose:** This award is designed to recognize FFA members who use the best management practices available to efficiently produce and market beef that meets the current industry standards. FFA members will be developing skills to enable them to provide a safer, leaner, healthier beef product that is demanded by the consumer. This award is available only to those FFA members who have a placement program.

**Background:** The raising of beef cattle remains an important production area in agriculture. Tennessee is one of the important cow-calf producing states in

the nation. Many FFA members use beef production as their supervised agriculture experience program.

**Visibility:** The sponsor of this award will be recognized in the following ways:

- ✓ Immediate press release recognizing the new partnership.
- ✓ Statewide recognition at the state FFA Convention in front of 2500 FFA members.
- ✓ Statewide media recognition through press releases in agricultural publications.
- ✓ Name of sponsors on plaques received by FFA members.
- ✓ Up to thirty applicants statewide annually.

**Budget:** The annual cost of this three-year commitment is \$500.00. This amount of support each year will provide for cost of award plaques with sponsor's name on each of three regional levels and on the statewide level and cash awards.

**Expected Results:** This partnership will generate added interest and excitement in this award area. Through this increased interest more students will focus their skill development in the area of Beef Production.