Revised 10/2023

LOUISIANA BEEF INDUSTRY COUNCIL BEEF POSTER CONTEST

Louisiana Beef Industry Council

OBJECTIVES

Targeted Life Skills: Learning to learn, Planning/Organizing, Wise use of resources, Communications, Marketing/Useful skills

This activity will encourage participants to learn more about the beef industry while encouraging beef industry, product, and nutrition promotion. Through creative and original thinking participants will develop a visual form of marketing communication to convey thoughts and ideas. Participants are expected to create original work using resources wisely.

ACTIVITY GUIDELINES

The Louisiana Beef Industry Council Beef Poster Contest will be due to the State 4-H Office by **May 5, 2023**. Posters will be judged in April with winners announced after judging.

1. 2023 LBIC Beef Poster Contest Theme: **Beef: A Sustainable Choice**

2. Posters must be on "**22 x 28" poster board only.**

3. Place your **NAME, ADDRESS, AGE, GRADE IN SCHOOL AND PARISH/CHAPTER** on back, upper right corner of poster.

4. Digital entries must be designed using one of the following programs: Microsoft Publisher, Adobe Photoshop, Adobe Illustrator and Canva. Digital designs should be formatted for "22 x 28" poster size prints. All digital entries must be saved in high-resolution 300 DPI in **ALL** of the following: original design file, .png file format, and .pdf file format. Digital designs should be saved to a blank jump drive, placed in a 3 ½ x 6 blank envelope labeled with **NAME, ADDRESS, AGE, GRADE IN SCHOOL, AND PARISH/CHAPTER** on the front. Contact state contest coordinator for alternative delivery format.

5. Posters and digital designs should generate positive images and promotion of beef (not live cattle production) **using the indicated theme**. Posters should promote beef without projecting any negative messages towards other agricultural commodities (chicken, pork, etc.).

6. **DO NOT use copyrighted materials**
   - You may develop ideas from magazines, parents, friends, nutrition bulletins, Beef Ambassador Fact Sheets, and meat publications but the end concept should be original and not copied material.
   - NO TEMPLATES may be used in the digital division. All design work must be original and from scratch, just as a poster would be designed.

PREPARED BY: Hannah Devall, 4-H LIVESTOCK

- Pictures, clip-art and materials (i.e. cartoon characters, advertisements, logos, etc.) that are copyrighted may not be used on the poster. The poster will be disqualified if copyrighted materials are used.
- Computer generated clip-art may be used on the poster if it is not copyrighted material.
- Materials to pull ideas from are also available from your local supermarket, butcher, the American Meat Institute and National Livestock and Meat Board.

ELIGIBILITY

The contest is open to 4-H and FFA members between 4th and 12th grades.

Participants are only eligible to win the state level contest one time.

4-H and FFA divisions compete against each other and therefore participants may only enter as **EITHER** a 4-H or FFA poster or design.

Competitors must choose to compete in **EITHER** the poster **OR** digital competition, participants **CANNOT** participate in both divisions in the same year.

Posters and designs submitted to the state competition become the property of the LSU AgCenter and Louisiana Beef Industry Council. The state winning posters may be used to promote beef at various events. Posters in local and parish contests should be displayed in public places such as grocery stores, drug stores, farm stores, banks, libraries, schools, extension offices, etc.

DIVISIONS

- Division I – 4th – 6th grades
- Division II – 7th – 9th grades
- Division III – 10th – 12th grades
- Division DIGITAL – Open division. All ages compete together

AWARDS

- **First Place** – State winning posters in each division will receive $200 sponsored by the Louisiana Beef Industry Council
- **Second Place** – State winning posters in each division will receive $100 sponsored by the Louisiana Beef Industry Council
- **Third Place** – State winning posters in each division will receive $50 check sponsored by the Louisiana Beef Industry Council

SPONSOR

Louisiana Beef Industry Council

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2023 LOUISIANA BEEF INDUSTRY COUNCIL BEEF POSTER CONTEST SCORE CARD

Louisiana Beef Industry Council

NAME_____

PARISH/CHAPTER_____

GRADE_____**SCHOOL/CLUB**_____

SCORE CARD

Factors for Scoring	**Possible Score**	**Score**	**Comments**
Attracts attention and holds interest	20		
Originality of design	20		
Conveys theme clearly	20		
Accurate information and factual	20		
General Appearance A. Planned Flow and Good Design B. Easily read C. Neat and well-constructed D. Correct design size & format **POSTER SIZE MUST BE "22 X 28"**	5 5 5 5		

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