

2021

American Angus Auxiliary sponsored *Certified Angus Beef® at Home Contest*

Produce a video presentation inviting consumers to your ranch, farm, home, table, kitchen, backyard grill or a combination of these locations and tell the Certified Angus Beef story to consumers and present recipe/dish* using Certified Angus Beef.

- ❏ *Pre- entry is required by June 10, deadline to submit video is June 24. Entry form <https://forms.gle/eh3Wux2RBQwUwRSW6>*
- ❏ *The American Angus Auxiliary is excited to host the CAB at Home Contest in 2021 in addition to the All American Certified Angus Beef Cook Off and Chef's Challenge Contests. The contest is sponsored and coordinated by the American Angus Auxiliary in cooperation with Certified Angus Beef, LLC and the National Junior Angus Association.*
- ❏ **NJAA members ages 8- 21 (as of 1/1/2021) and their immediate family members are invited to participate in the CAB at Home Contest.**
- ❏ **Entries in the contest may consist of a single NJAA member, sibling team or team consisting of NJAA member(s) and family. (family for contest purpose is defined as immediate family members in same household)**

Entries must be submitted online at <https://forms.gle/FLkNtZHNdPjKJUyCA> Pre- entry is required by June 10. Pre- entry must include name (s) of participants, NJAA member code(s), address and the completed pre-entry form. After pre-entry is made participants will receive a link to the Entry Form – participants will be required to enter link to their video, recipe and upload photo of the completed recipe-plated. **Deadline to submit video, recipe and photo is June 24.** Late entries will not be judged. Winners will be announced during the National Jr Angus Show, Grand Island, NE. If winners are not at NJAS you will be notified via email.

Videos may be used by the American Angus Auxiliary, NJAA, Certified Angus Beef, LLC, American Angus Association in publicity and promotion.

Contest Rules and Guidelines

1. Entry/team must have a least 1 NJAA member (ages 8-21 as of 1/1/2021)

There will be no age divisions – all entries compete together. Adult family members and siblings that are younger than 8 or older than 21 (**same household** may be part of a team, no limit to number of participants on the family team) NJAA member(s) must actively participate in the video. NJAA member(s) must take part in speaking, acting and recipe prep main roles, adult family and non- NJAA member siblings should have supporting roles.

2. All videos must be produced and edited by the participant /family- no professional editing or production. There are many free video editing applications online and on mobile devices. Video may be recorded on mobile devices, I Pads, Cameras, etc.
3. Videos must be at least a **minimum of 10 minutes and a maximum of 15 minutes**.
4. Video should be informative, factual and entertaining and must promote Certified Angus Beef to consumers and home cooks. www.certfiedangusbeef.com , www.cabcattle.com
5. All videos must be uploaded to online/cloud platform of choice (such as YouTube, Vimeo, Google Drive, Dropbox) accessible link to the video must be included with complete entry.
6. Participants must not publicly distribute or share their video until after the contest is complete and winners announced.
7. Recipe must be submitted with the entry. Recipe for beef dish only.
8. A photo (digital upload, clear cell phone photo is acceptable) of the completed recipe-plated must be included with the entry. Do not include sides in the photo, garnishes are acceptable. Plating style and presentation will be considered in judging.

Video Guidelines

9. Video **must** include:
 - a. Introduction (include participant name (s)and location)
 - b. Content that promotes/ educates the consumer about the Certified Angus Beef brand**
 - c. Partial preparation of the recipe/dish- shown on video
 - d. Presentation of completed and plated recipe/dish. Plating style and presentation will be considered in judging.
 - e. NJAA member(s) must actively participate in the video. NJAA member(s) must take part in speaking, acting and recipe prep. Adult family and non- NJAA member siblings should have supporting roles.
10. Video may include
 - a. Complete preparation of recipe “cooking type show”
 - b. Pasture to Plate scenario
 - c. Entrants interpretation of promoting CAB to consumer
 - d. Video and still shots may be shot at different times and locations and edited to fit into the 10 to 15 minutes required completed video presentation.
 - e. Use of Certified Angus Beef logo is encouraged

Recipe Guidelines

11. Recipe submitted must include- title, list of ingredients, preparation instructions
12. Recipe may be an original, family or recipe from a cook book or online source
13. *Recipe must include BEEF as the main ingredient, the use of Certified Angus Beef is encouraged however it is understood that local access to CAB product may not be feasible. CAB may be ordered online at <https://bit.ly/2zaG9tP> or from CAB Valued partners <https://bit.ly/36i6PVk> . A list of stores in your area selling CAB can be found at <https://www.certifiedangusbeef.com/buy/>
14. No alcoholic beverages may be used in the recipe **or** video presentation with the exception of cooking wine.

15. Inspire the consumer/home cook with your favorite beef comfort food, family week night meal, special occasion, holiday recipe or your backyard grill skills.
16. A photo – digital upload of the completed plated recipe/dish must be included with entry.

Judging and Scoring

Awards

1st – \$125 gift certificate to the CAB Brand online store (choose from a selection of CAB logo merchandise including clothing, kitchen and housewares)

2nd – \$100 gift certificate to the CAB Brand online store (choose from a selection of CAB logo merchandise including clothing, kitchen and housewares)

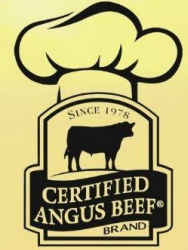
3rd – \$75 gift certificate to the CAB Brand online store (choose from a selection of CAB logo merchandise including clothing, kitchen and housewares)

ALL entries/teams will receive a participation award.

📄 Entry form <https://forms.gle/eh3Wux2RBQwUwRSW6>

Lights, Camera, Cook

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CONTEST 2021**



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Pre-entry deadline June 10 video deadline June 24



We are excited to announce that the CAB At Home Contest will be held in 2021 in addition to the Certified Angus Beef Cook Off and Chef's Challenge contests hosted during the National Jr Angus Show.

