



Beef Marketing Challenge

Submission Deadline Oct 31, 2026

All Submissions must be made on ohiocattle.org

Contest Details

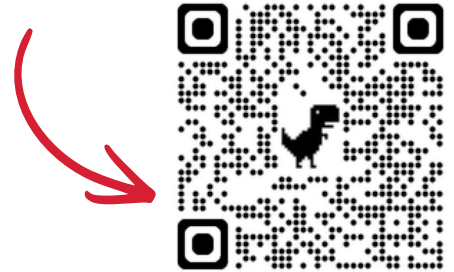
The Ohio Beef Youth Council Beef Marketing Challenge encourages youth to become advocates for the beef industry by creating an original marketing advertisement that promotes beef to today's consumers. Participants will use creativity, communication, and marketing skills to develop an advertisement that effectively shares a positive beef message.

The contest is designed to help youth understand consumer outreach, branding, advertising, and the importance of promoting beef in a positive, accurate, and engaging way.

Participants will:

- Learn the fundamentals of agricultural marketing.
- Promote beef using factual, positive messaging.
- Develop communication and advertising skills.
- Apply creativity while understanding a target audience.
- Build advocacy skills that can be used throughout the beef industry.

Scan for more
information and
contest resources!



Participation in the Beef Marketing Challenge is another way to earn points in the Ohio Beef Youth Council Points Program! Youth can earn points by participating in educational programs, contests and other beef industry opportunities throughout the year. Want to learn more about the OBYC Points Program and how to earn points? Visit ohiocattle.org for complete details

Awards will also be presented to the Top 5 participants in each age division of the BEEF Marketing Challenge.