

FOR IMMEDIATE RELEASE

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Seeking Entries for Annual Arkansas Beef Cookoff for 2012

Sponsored by the Arkansas CattleWomen Association and the Arkansas Beef Council.

The Arkansas Cattlewomen Association is seeking entries for the Arkansas Beef Cook-off. Over \$2500 in cash and prizes will be awarded to the best in the Adult Category and the best in the Youth Category.

In the Adult Category

“Quick and Easy” original recipes. Beef recipes with ingredients commonly used or on hand in consumer homes. They should be convenient and healthy beef recipes for people who have very busy lives but still need to find time for healthy eating before rushing off to an activity. These beef recipes should include one of the 29 Lean Beef Cuts and a variety of foods from each of the four food groups. The recipes may be portable “on the run” recipes or “make-ahead” recipes that can be frozen and reheated. Directions for reheating should be included in the recipe. Recipes should include a maximum of 6-9 ingredients and be prepared and cooked in 30 minutes or less. Recipes should yield four to eight (4 to 8) servings.

In the Youth Category

“Game Day” beef recipes. Recipes should be original and easy to prepare. These recipes will most likely be cooked in or on an appliance such as a microwave, electric skillet, table top electric grill or toaster oven. Recipes may be portable “on the run” recipes or “make-ahead” recipes that can be frozen and reheated, reheating direction should be included in the recipe. These beef recipes should include one of the 29 Lean Beef Cuts. Recipes should include a maximum of 6-9 ingredients and be prepared and cooked in 30 minutes or less and should yield four to eight (4 to 8) servings.

How To Enter:

Send your best **original** recipe using one of the categories above by **February 1, 2012**. Make sure to include the recipe name, number of servings and complete preparation techniques including cooking time and temperature(s). Also, include your name, address, home and work telephone numbers and e-mail address on your recipe. Please submit on an 8 ½”x 11” sheet of white paper (one side only) to the following address:

Arkansas Beef Cookoff
c/o Ruby Poteet
8303 Middle Warren
Pine Bluff, AR 71603

Or, by email to rwp8303@aol.com

Who Can Enter:

In the Adult Category, you are eligible to enter if you are 18 years of age or older by January 1, 2012, and are a legal resident of Arkansas.

In the Youth Category, you are eligible to enter if you are in grades 7-9 (Junior Div.) and grades 10-12 (Senior Div.) Adult eligibility does not apply to Youth contestants.

Who’s Not Eligible to Enter in the Adult Category

- Food professionals such as a chef (sous chef, prep chef, etc.), food writer, food home economist, food educator, caterer, dietitian, nutritionist or if food is prepared on a professional basis.
- Owners of one or more head of beef cattle or dairy cattle intended for commercial use.
- Employees of any national or state beef industry organization, or their agencies; as well as their spouses, parents or children (regardless of present place of residence) or anyone living in the household of any such employee.
- Members and their spouses of Arkansas CattleWomen’s Association, Arkansas Cattlemen’s Association, American National CattleWomen, or the National Cattlemen’s Beef Association.

Judging Criteria

All recipes must be original and owned exclusively by the contestant. By submitting a recipe, contestant is representing the recipe as original and owned exclusively by contestant. Previously published recipes, such as those for magazines or cookbooks, will be disqualified. The recipe judging criteria is as follows:

- Taste.....50 points
- Ease of Preparation.....35 points
- Appearance.....15 points

By participating, entrants agree to these official rules and the decisions of the Arkansas CattleWomen’s Association, Arkansas Beef Council and the judges, which shall be final in all matters relating to the Arkansas Beef Cook-off. Rules are subject to change without notice.

If Your Recipe is Chosen As a Finalist

The finalists chosen will compete in the Arkansas Beef Cookoff to be held on Saturday, February 25, at Conway High School East Campus, 1815 Prince Drive, Conway. You will be notified by phone or mail if your recipe is chosen to compete. Further details about the competition will be sent before the competition. **The contest will begin at 8:00 a.m.**

Cash Prizes for Adult Category

- 1st Prize \$750
- 2nd Prize \$500
- 3rd Prize \$250

Cash Prizes for Youth Categories

- 1st Prize \$300 (each division)
 - 2nd Prize \$150 (each division)
 - 3rd Prize \$50 (each division)
- Over \$2500 in prizes!!!

