



Funded by Beef Farmers & Ranchers

New York Beef Council
www.nybeef.org
315-339-6922
kstaiger@nybeef.org

Virtual Beef Farm Tour & Recipe Competition

Hosted by the New York Beef Council

NYBC is pleased to offer the opportunity for collegiate culinary programs across New York to participate in a “virtual” beef learning experience.

What: This “at-school/at-home” competition will allow culinary students to learn about beef production on the farm and experiment with beef in the kitchen. The competition also includes a chance for participating students to win scholarship money. Students may work in teams of 2, 3 or 4 members, to develop creative and new beef dishes designed to be consumed at a fast-casual, pub-style restaurant (see Contest Criteria for more information).

Timeline: Students can work on their project throughout the Spring 2021 semester whether it be in-class or on their own time.

Recipe Submissions: Competition Submissions must be received by Monday April 12 at MIDNIGHT. Judges will review students’ written materials and recipe in preparation for the live presentation on Friday, April 16th.

Virtual Beef Summit: Thursday, April 15, 2021 9:00AM-12:00PM join NYBC for a virtual beef farm tour and presentations. This event will be hosted over ZOOM. Students interested in competing will be required to attend.

Virtual Beef Competition: Friday, April 16, 2021 each competing team will receive a time slot to present live to a panel of judges. Students will be expected to have their appetizer and entrée plated and ready for presentation. The team will present their dish, explain their inspiration, and answer questions from the judges as they review their written material and dishes.

LIVE Award Ceremony New York Beef Council will stream the Award Ceremony LIVE in the evening of April 16th on the New York Beef Council Facebook Page. Students, instructors, and their support network are encouraged to join in as the top team is announced.

Recipe Requirements:

Each team submission must include:

- A title page with school name, name of student team members, and name of supervising instructor(s)
- A detailed **appetizer** recipe including ingredients list, measurements, and cooking instructions **AND** a detailed **entrée** recipe including ingredients list, measurements, and cooking instructions
- A high-resolution photo of the complete and plated **appetizer AND** high-resolution photo of the complete and plated **entrée**
- Food cost analysis breakdown for both the **appetizer and entrée**
- Restaurant “Specials” style menu with recipe title, description, and price.



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Recipe Evaluation Criteria:

Submissions will be judged on the following criteria:

Creativity: Did the culinary team think outside the box for both the entrée and appetizer, did they capitalize on beef's flavor and make the cuts utilize shine at the center of the plate?

Versatility: Did the team show the versatility of the chuck with their choice in entrée and appetizer – the basis of this competition is to utilize the chuck differently by highlighting the chuck's unique and economic value.

Value: Are the menu items worthy of the price point assigned? Did the team meet the price point outlined in the competition requirements? Did they achieve a high level of "perceived" value for the customer?

Marketability: Will this entrée and appetizer sell? Did the team market their dishes effectively via menu display and live dish presentation to the judges?

Plate Presentation: Did the entrée and appetizer look appetizing? Did the plating successfully present the beef in a neat and appealing way? Students will be asked to submit high res photos of their plated dish.

Beef Purchasing:

\$100.00 is being offered to each team participating in the competition. Each team is asked to RSVP by March 12th to receive their \$100.00 gift card. The grocery gift card is to be used to purchase Beef Chuck subprimals for both practice/recipe development and preparation of final dishes for presentation on April 16th.

Competition Requirements:

- Schools may have multiple teams enter recipe submissions
- Competition Submissions must be received by Monday April 12th at MIDNIGHT.
- All students interested in competing must participate in the Virtual Beef Summit on Thursday, April 15th for the entirety of the program.
- All students interested in competing must be present during their live presentation of their dish to the judges. Judging will take place on Friday, April 16th. Time slots will be assigned.