

Ohio Pork Council Ambassador Team



General Information

Purpose

The purpose of the Ohio Pork Council Ambassador Team is to equip Ohio consumers and students with educational, nutritional, economical, and environmental information related to the pork industry and the purchase and consumption of pork products. Selected team members will learn to address commonly held misconceptions and industry issues, accurately share current industry information, and to further promote the purchase and consumption of pork and pork products.

Goals

- The Ohio Pork Council Ambassador Team aims to provide youth an opportunity to educate consumers on topics such as food safety, nutrition, and animal care practices of the pork industry.
- Ambassador Team members will promote the Ohio pork industry through the development of skills in self-confidence, communication, leadership, and teamwork.
- The Ohio Pork Council Ambassador program aspires to educate Ohio Pork Council Ambassador Team Members about the pork industry so that they may better share their own agricultural-based story, including their background and experiences, with others.

Objectives

- To encourage the involvement of young people in the pork industry and to further inspire them to become future leaders in the pork industry.
- To further the education and skills of team members by encouraging them to participate in hands on experiences in the areas of consumer awareness, education, promotion, and overall presentation of pork information to consumers and all others interested in these topics.
- To always promote the pork industry through positive, helpful, and educational encounters with consumers.

Expectations

- When representing Ohio Pork at related events, Ohio Pork Ambassador Team Members will always conduct themselves in a professional manner.
- Selected team members must participate in a training session, covering industry background, media training, etc. (date and time will be announced at a later time).
- Team members must assist with at least two consumer events such as the Ohio State Fair Pork Rib-Off, Taste of Home Cooking show, Preble County Pork Festival, Pork Congress,

For any questions or concerns please call the Ohio Pork Council at 614-882-5887
or e-mail Kelly Morgan kmorgan@ohiopork.org.

COSI Farm Days, OH-PIGS Circuit events or any other consumer event that the Ohio Pork Council is coordinating or attending.

- Team members are required to attend OSU Junior Swine Show Day, swine shows at the Ohio State Fair and assist with swine educational displays at the Ohio State Fair.
- Team members must attend at least two OH-PIGS Summer Show Circuit shows and other various shows throughout the one-year term as an ambassador
- Team members must contribute one blog entry to the Ohio Pork Council blog.
- Selected team members must agree to at least 50 hours of volunteer time during their one-year term as an Ohio Pork Ambassador.

For any questions or concerns please call the Ohio Pork Council at 614-882-5887
or e-mail Kelly Morgan kmorgan@ohiopork.org.