

HYBRID CERTIFIED HEREFORD BEEF[®] (CHB) COOKING CHALLENGE

Great Hereford chefs of all ages are asked to think outside of the box and channel their inner Pioneer Woman or Gordon Ramsay and create the ultimate NJHA cooking show episode. This contest encourages creativity, communication, knowledge of Certified Hereford Beef's end product and ultimately having fun. Your creativity is your best friend – all great chefs are creative geniuses and this is your moment to shine. The event is sponsored jointly by Certified Hereford Beef and the National Junior Hereford Association.

RULES

1. Create a pre-recorded video where you prepare a home-created dish featuring CHB or home-raised Hereford beef.
2. There will be four divisions in this competition.
 - Peewee – 7 – 9
 - Junior 10 – 13
 - Intermediate 14 – 17
 - Senior 18 – 21
3. Contestants will compete as an individual.
4. Assistants and family members may help with the show, however, the entrant must be the main chef and assistants will not be judged.
5. Participants must be current members of the NJHA.
6. All entries MUST PROVIDE full recipes at time of entry with instructions, ingredient & spice needs, supplies & utensil requirements.
7. No matter how long it takes to prepare the entire meal the video may only be 8-10 minutes long.
8. No alcoholic beverages may be used in the recipe or presentation except for cooking wines, which may be used in marinating or meat presentation.
9. The skies the limit to what chefs can prepare, as long as it contains CHB or home-raised Hereford beef.
10. Editing and video assistance is allowed.
11. The entire process must be on video, except the waiting for baking or long time grilling/cooking times.
12. We ask that your presentation's main focus is the CHB product, however, we encourage individuals to show us all aspects of cooking the entire meal (including marinating, prep work, etc.)
13. We encourage the chef(s) to talk through the process as a true cooking show host would and emphasize the attributes of the CHB Branded Beef Program.
14. Recipes will be compiled and may be utilized by CHB and NJHA.

SUBMISSION INSTRUCTIONS

1. Videos must be submitted electronically through [Submittable](#), either as a .mp4 file or a link to a YouTube or Google upload.
2. Label pre-recorded videos with your name and division i.e. Smith_IntermediateCookingChallenge.
3. If submission issues arise please email [Chloé Durian](#) for assistance with your name, division and state in the message field.

JUDGING PROCEDURES

- Showmanship (30%) - theme/creativity, presentation and overall impression
- Recipe (40%) - presentation of dish, use of recipe and explanation
- Knowledge (30%) - ability to communicate and explain CHB products, food safety, use of CHB cuts in recipe and general knowledge



REGISTRATION DEADLINE: JUNE 1

Participants should register & submit videos through [SUBMITTABLE](#)

