

New Mexico State Fair
Beef Jerky “Showdown”

Show Date: Thursday, September 5, 2024

Agriculture Courtyard



Event Coordinator
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WHAT: The New Mexico State Fair Beef Jerky "Showdown"
WHEN: Thursday, September 5, 2024 - 4:00 PM- 6:00 Pm
WHERE: The Agriculture Building Courtyard – New Mexico State Fair - ABQ
WHO: New Mexico Licensed meat processing facilities are eligible.
Brick & mortar established businesses only.

Guidelines and Procedures

Entry Fees:

Competition Fee: \$25

Deadline for Entries: August 14, 2024

All Entries must be completed through the New Mexico State Fair website online portal:
<https://statefair.exponm.com/p/participate/competitions/2023-beef-jerky-showdown>

Official entries must include the NMDA New Mexico Advertising Chile Act Form and payment at time of entry.

Entries will not be considered unless accompanied by all of the required forms full payment. The New Mexico State Fair reserves the right to reject, accept or conditionally accept any entry or late entry from any exhibitor.

Eligibility:

- The competition is open to all New Mexico licensed (e.g. State or Federal inspected) meat processing facilities. Establishments who do not have proper State and Federal licenses will not be permitted to participate.
- Please provide a copy of your State/Federally issued business license either via email to expo.media@expo.nm.gov or with your physical application.
- All products entered must be made from inspected (State or Federal) beef.
- Participants must have a brick & mortar location located in the state of New Mexico
- Participants are limited to One (1) space in the competition.
- Participants must have the Chile Vendor Certification Form for NM Chile Advertising Act Form and attach it to your application.
- Only two beef jerky entries will be allowed per participant (Green Chile and Salt & Pepper).
- Entrants must enter both categories. Salt & pepper, and green chile flavors will be sampled and judged, during the competition. Participants may also sell their beef jerky products during the 2-hour competition.
- Jerky must be made from ground or formed pieces of beef. Product must be seasoned according to the two flavors previously specified, salt & pepper and green chile. All jerky must be adequately dried, so it does not require refrigeration and is ready-to-eat.
Participants must be prepared to provide samples for up to 100 judges.

Judging:

- The competition will be based around two “People’s Choice” awards given to the competitors who collect the most votes for each of the categories: salt & pepper and green chile beef jerky respectively.
- Sampling and voting will be conducted by the general public (“Jerky Judges”) at New Mexico State Fair on Thursday, September 5, 2024 starting at 4:00 pm and ending at 6:00 pm in the Agriculture Building courtyard.
- One Hundred (100) paper ballots will be printed and distributed to the “Jerky Judges” on a first-come, first-serve basis. **Only those with a Fair issued judging ballot are allowed to receive samples. One ballot per Judge.**
- **Participants are required to provide one sample of their entries** (salt & pepper and green chile) to each “Jerky Judge,” who will be identified by a clear and visible voucher, given to them upon purchase of an entry ticket. Participants must be willing to provide samples that are no smaller than 1x1 inches, and no larger than 2x2 inches.
- The winners will be announced between 6:15 – 6:30 pm in the Agriculture Building Courtyard and will be awarded trophies at that time.
- All participants shall always behave ethically & professionally. Cheating, lying or sabotaging will NOT be tolerated and will result in immediate dismissal from the competition.
- All Judges’ decisions are final.

AWARDS:

Green Chile Beef Jerky Award
Salt & Pepper Beef Jerky Award