

Beef Fest at SweetCreek Farm Market

Pike Road, AL

October 12-13, 2019

Saturday, October 12

9:00-10:00 AM	Vendor Set Up
10:00-5:00 PM	Vendors Open
10:00 AM	Coloring Contest begins
10:00-11:00 AM	On-Site Registration for Beef Chili Cookoff
11:00-12:00 PM	Contestants set up their dish for judging and presentation
12:00- 1:00 PM	Judging
12:00- 4:00 PM	Chili Tasting & People's Choice Voting
4:30 PM	Announce both Judge's and People's Choice Award Winners

Sunday, October 13

10:00-5:00 PM	Vendors Open
10:00-3:00 PM	Drawing & Coloring Contest
1:00-2:00 PM	Beef Educational Program for Youth
3:00-4:00 PM	Color Contest Judging
4:00 PM	Announce Winners of Coloring Contest

Beef Chili Cook-off Rules

The following rules are to be adhered to by all contestants entering the cook-off:

1. All chili entered into the contest must include beef as the main ingredient. There will be an award given for first, second, and third place and a chance to be featured in the *Alabama Cattleman* magazine.
2. Teams must consist of a minimum of two (2) contestants.
3. There is no entry fee. Contestants must register online at BamaBeef.org or the morning of the competition on-site.
4. All ingredients must be pre-cooked prior to the event – Chili must be brought ready to serve.
5. Contestants are responsible for supplying all of their own utensils and products related to their chili submission and maintenance of its proper temperature for serving. An electrical outlet will be available for each entry and a slow cooker is recommended. Spoons and cups for use in serving chili to the general public will be provided.
6. Each contestant must cook a minimum of one (1) gallon for competition. More than one (1) gallon is allowable in order to accommodate the “people’s choice” competition. A portion of this chili will be submitted to the judges and the rest will be for public consumption.
7. Each contestant will be assigned a “contestant number” by the scorekeeper and be given a container in which their chili will be collected for official judging.
8. The decision of the judges is final. Judging will be based on score cards which are numbered. Voting for “people’s choice” will be done by paper ballot throughout the contest.
9. Each contestant is responsible for cleaning up the area at the end of the day and removing all items from the area. There will not be an area for cleaning of dishes. No items shall be allowed to remain after the close of the cook-off.

Beef Chili Cook-off Judging

In this competition, the chili will be blind judged (no one knows the identity of the cook) and scorecards will be based on the following six characteristics:

- 1) Texture: The texture of the meat shall not be tough or mushy
- 2) Flavor: The chili should have good flavoring and chili pepper taste
- 3) Consistency: Chili should be a smooth combination of meat and gravy
- 4) Spice and taste: Blending of the spices and how well they have permeated the beef
- 5) Aroma: This will be a personal judge preference
- 6) Appearance: The submitted chili should look appetizing

There will be a People's Choice Ballot box for event attendees to vote on their favorite chili dish.

The Alabama Cattlemen's Association will provide the cups and spoons for sampling chili and container for your competition chili submission.

Drawing & Coloring Contest for Kids

This event will be split up into two categories. Children ages 12 and under will enter the coloring contest and be given an agriculture-themed coloring page to enter. Youth ages 13-18 will be given a blank page and asked to draw their favorite *Sweet Grown Alabama* product. Rules are as follows:

- 1) Each child will be given one blank page and crayons to draw their favorite *Sweet Grown Alabama* product.
- 2) Participants will be required to draw the picture on-site at SweetCreek venue and entered to an Alabama Cattlemen's Association staff member or volunteer. After submitting the entry, each child will receive a prize package for entering the contest.
- 3) All entries must be submitted by 3:00 PM on Sunday, October 13.
- 4) Judging will be from 3:00 – 4:00 PM and will name a first, second and third place winner.
- 5) Winners will receive recognition on social media and will receive a gift basket full of Beef Month and *Sweet Grown Alabama* promotional items along with a box of crayons and craft items.

With questions regarding Beef Fest at SweetCreek Farm Market or any of its contests, contact

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