

**Minnesota Foundation for Responsible Animal Care
... Speaking Out for Animal Agriculture**

Position Description

Title: State Fair Animal Agriculture Peer Mentor (8 positions)

Purpose

The persons in this position will serve as mentors to selected 4-H State Fair livestock exhibitors in all species (beef, dairy, sheep, swine, goats, poultry, rabbits) to encourage, model and role-play positive interactions with State Fair visitors to livestock displays.

Duties/Responsibilities:

1. Train 4-H herdsman in all species to connect with consumers of livestock products through communication of the following points:
 - Description of their family and their family farm
 - Description of their exhibit and showing experience
 - Reinforcement that their animal is raised for food and fiber and not as a pet.
 - Reinforcement that the food produced by this animal is nutritious and safe.
 - Clear communication that the animal has been cared for using best management practices
 - Assure consumers that animals are raised using different approved production methods, but the final products are indistinguishable from one another in regard to wholesomeness, food safety and nutritional value.
2. Monitor and encourage exhibitor conversations with fairgoers.
3. Evaluate 4-H consumer education and promotion activities in each specie.

Mentor Qualifications:

- College students, age 18 or over
- Interest and or experience in 4-H and livestock exhibits
- Communication, teaching and coaching skills
- Ability to work with variety of adults and youth
- Available for in-service training before State Fair and mentoring activities during 4-H livestock week-end
- Expertise in production, processing and promotion of one of more animal species
- Experience as a livestock exhibitor and industry spokesperson
- May not be a 4-H exhibitor at the 2009 State Fair

Orientation and Training

- One-day orientation/training workshop
- Written materials for review prior to the State Fair
- Coaching and daily support by MnFRAC staff during State Fair

Commitment

- Five days of 4-H Livestock Weekend, August 26-30, exact hours to be determined
- One day pre-service training in mid-August
- 4-6 hours of written materials review
- Evaluation/debriefing session with 4-H and MnFRAC staff following State Fair

Compensation:

- \$300 stipend per person
- Fair entry tickets and meals (4-H dining)
- 4-H Housing (Bailey Hall) if needed

To Apply:

Submit resume, and a statement describing why you are interested in this position, detail industry knowledge, communication and leadership skills that you believe you bring to the position.

Send completed materials to:

Juanita Reed-Boniface, Project Coordinator

JRB Associates, Inc.

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Cedar, MN 55011

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Deadline: July 1, 2009

Minnesota Foundation for Responsible Animal Care (MnFRAC) is a 501 C3 non-profit organization. It is a coalition of food and fiber producers, processors, educators and private citizens in support of the livestock industry. Our mission is to build consumer confidence in animal-origin product quality and product safety. We promote responsible animal care in production, processing and research. MnFRAC is an equal opportunity employer.