

State & National Veal Collegiate Competition '22



Sponsored by Veal – Discover Delicious, funded by the Beef Checkoff

State Beef Councils and Beef Checkoff funded Veal – Discover Delicious are offering collegiate culinary programs the opportunity to participate in a veal learning experience and a culinary competition. The competition allows collegiate culinary students to learn about veal production virtually and get creative with veal in the kitchen.

One submission will be chosen at the state competition level, state winner will receive \$500 in scholarship money and the chance to have their recipe featured on the national platforms of Veal.org. State winners will be entered into the national competition for the chance to win an additional \$1,000 in scholarship money and national recognition. Students can work individually or in teams of 2-3 to develop a creative new recipe. Scholarship money will be awarded per individual or team member! (EX: each team member at the state level will receive \$500 in scholarship money) **Students may also submit multiple entries!**

Recipe Requirements:

- **Theme:** This year's competition theme is Shareable Appetizers and Small Plates. Recipe submissions must be a good fit for an appetizer menu or as an appetizer on a special's menu. Think finger foods and sharing plates.
- **Goal Audience:** This goal for these appetizers or small plates should be to fit on a sports bar, gastro pub, or other informal setting's menu. **(The goal is NOT for the menu of a white tablecloth setting)**
- **Optional Veal Cuts:** recipe should utilize a cutlet, ground, stew meat, top round, or cube steak
- Ingredient cost should not exceed \$9.00, whereas the total cost on a menu would not exceed \$15.00
- Recipes should be designed to serve 2-3 people as an appetizer
- Recipe should ideally be able to be recreated by a consumer and ingredients should be commonly found and available at major retail chains
- Recipe should include title and short description that would be used by a restaurant or venue

Submission Requirements:

- Each submission should include school name, names of student(s), and name of supervising instructor(s)
- Each submission should include recipe, detailed ingredient list, and cooking instructions, as well as cook and prep times
- Each recipe submission should include 3-5 high resolution photos of the recipe, ingredients, and at least one (1) beauty plate image (Make sure not include brands in imagery)

Project Steps:

1. Learn about Veal Farming: watch our virtual veal farm tour on YouTube to learn about veal and how veal is raised. Complete pre and post video surveys **(THIS IS MANDATORY FOR COMPETITION)**
2. Recipe Development: All recipe submissions will be created on students' home campuses or residence and submitted via Dropbox or email by March 18, **no exceptions**
3. State Winners will be notified by March 25
4. All State Winners will be automatically submitted to the National Competition
5. National competition winner will be announced **April 1, 2022**

Questions:

Contact your State Beef Council contacts or Ashley Russell, Director of Veal Marketing at arussell@nybeef.org or 315-339-6922

Recipe Evaluation Information:

Recipes and accompanying marketing material will be evaluated by State Beef Councils for the state competition and by a panel of judges at the National level. Both the recipe and submission materials will be evaluated. The following rubrics will be utilized.

Recipe	1 Star Poor	2 Stars	3 Stars	4 Stars	5 Stars Excellent
Recipe meets Competition theme					
Creativity of recipe					
Recipe is versatile and unique					
Recipe can be replicated in consumer kitchen					
Recipe includes title and short description					
Completeness of competition materials					
Quality of Photos					
Organization of competition materials					
Total Cost of Appetizer	More than \$13	\$12.01-\$13.00	\$10.51-\$12	\$9.01-\$10.50	\$9.00 or less

Submission Checklist:

- [Take the Pre-Survey here](#)
- [Watch Video here](#)
- [Take the Post Survey here](#)
- Front Page requirements
 - Name of School
 - Name of Instructor(s) and Student Chef(s)
 - Name of Recipe
- Recipe Page Requirements: a shareable appetizer or small plate recipe
 - Recipe Title
 - Number of Servings/Time to Prep and Cook
 - Recipe ingredients and measurements
 - Recipe Cooking Instructions
 - Recipe Cost per serving/total cost of recipe
- Picture Requirements
 - Picture of Team (students and instructor, if applicable)
 - Pictures (3-4) of recipe
- Submission Organized and in Order

**All Materials Due no later than March 18
State Winner will be announced by March 25**

