

# State & National Veal Collegiate Competition

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 level, each 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 team member! **Students may also submit multiple entries!**

## Recipe Requirements:

- ☐ **Theme:** Gourmet Burgers and Sandwiches – Insta worthy Food Creations
- ☐ **Audience:** Young Consumers and Millennials
- ☐ **Optional Veal Cuts:** recipe can utilize any cut keeping in mind the cost requirement. Some options are to utilize cutlets, grounds, stew meat, the top round, cube steak, etc.
- ☐ **Ingredient cost:** should not exceed \$12.00 for one plate, including the side that accompanies the gourmet sandwich or burger
- ☐ **Finished plate:** The recipe must be pictured with a finished side to accompany the sandwich
- ☐ Recipe should fit a restaurant menu, but also be a challenging recipe for an ambitious consumer or at home cook to recreate themselves
- ☐ 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 2-3 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 farm tour on YouTube to learn about veal and how veal is raised. Complete the pre- and post-surveys (**THIS IS MANDATORY FOR THE COMPETITION**)
2. Recipe Development: All recipe submissions will be created on students' home campuses or residence and submitted via Dropbox or email by March 3<sup>rd</sup>, **no exceptions**
3. State Winners will be notified by March 10<sup>th</sup>
4. All State Winners will be automatically submitted to the National Competition
5. National competition winner will be announced by **March 24<sup>th</sup>** with People's Choice voting will take place online **March 14<sup>th</sup> through 16<sup>th</sup>**

## Questions:

Contact your State Beef Council contacts or Ashley Russell, Director of Veal Marketing at [arussell@nybeef.org](mailto: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 rubric will be utilized.

<b>Recipe</b>	<b>1 Star Poor</b>	<b>2 Stars</b>	<b>3 Stars</b>	<b>4 Stars</b>	<b>5 Stars Excellent</b>
Recipe meets Competition theme: <b>Gourmet Burgers and Sandwiches</b>					
Creativity of recipe - <b>Insta worthy Food Creations</b>					
Recipe includes a side that pairs well					
Recipe can be replicated based on instructions					
Recipe includes title and short description					
Completeness of competition materials					
Quality of Photos					
Organization of competition materials					
Total Cost of Dish	More than \$16.50	\$15.01- \$16.50	\$13.51- \$15.00	\$12.01- \$13.50	\$12.00 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: Gourmet Burgers and Sandwiches, served with a side
  - ☐ 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 (2-3) of recipe
- ☐ Submission Organized and in Order

**All Materials Due no later than March 6**  
**State Winner will be announced by March 10**

