

SOUTHWESTERN EXPOSITION AND LIVESTOCK SHOW

2020 HEIFER SUPERINTENDENT'S BEEF CHALLENGE INFORMATION SHEET

Friday, January 24, 2020 – 7 p.m. – French Room – Watt Arena

The Heifer Superintendent's Beef Challenge competition will be open to all 2020 Southwestern Exposition and Livestock Show Junior Breeding Beef Heifer Show exhibitors that are currently enrolled in their senior year of high school and have shown in the Fort Worth Stock Show Junior Breeding Beef Heifer Show a minimum of two (2) years, including the 2020 Show.

Scholarship funds will be provided to the winning students to be used as scholastic assistance and will be available beginning with their first semester of enrollment at a college or university of their choice.

Beef Challenge will consist of two (2) competitions: **Educational Information Challenge** and **Sales Talk**. Each competition will be scored separately and the final placings will be based on a combination of the contestant's scores from these two (2) competitions.

Educational Information Challenge - consists of 50 questions based on 17 Extension Publications relative to Genetics and Selection, Health, Marketing, Nutrition, Pasture–Range–Forage and Reproduction and Calving. The educational information for the Beef Challenge can be referenced on the following page, “2020 Heifer Superintendent's Beef Challenge References”. On the **Educational Information Challenge** portion of the contest a maximum of 100 points will be scored.

Sales Talk - the top scoring contestants in The **Educational Information Challenge** will then present a two minute **Sales Talk** to three industry judges to explain "WHY and HOW the breed of heifer I am exhibiting should be used by a commercial beef producer". **Sales Talk** presentations will be scored a maximum of 50 points, 10 points based on presentation and 40 points based on content. The scores of the three judges will be averaged to establish the final **Sales Talk** score for each contestant.

The scores from the **Educational Information Challenge** and the **Sales Talk** will be added together to determine the final overall placings. Scholarship winners will be announced immediately following the **Sales Talk** and scholarships will be presented Saturday, January 25 at 1 p.m. in the Watt Arena – during the Junior Breeding Beef Heifer Show.

Contestants will be limited to the first 75 qualified applicants and applications will be accepted on a first come, first served basis. All entry applications must be complete, including appropriate signatures. Students will be notified through their AST or CEA regarding the status of their entry applications.

General Information:

- Contest will begin promptly at 7 p.m. – contestants must report to French Room – Watt Arena at 6:30 p.m. for check-in.
- Only contestants entered in the Beef Challenge competition will be allowed in the French Room – Watt Arena. Spectators will not be allowed in contest area.
- Contestants **must** present valid **photo identification** at check-in prior to being admitted to the contest area.
- Contestants will carry only their ID into the contest area. All other materials (purses, packs, electronics, notebooks, etc.) must be left outside.

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2020 HEIFER SUPERINTENDENT'S BEEF CHALLENGE REFERENCES

Genetics and Selection

Sire Types for Commercial Herds

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/EAN-004-Sire-Types.pdf>

Expected Progeny Differences (EPD)

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/geneticsE164-8.pdf>

Health

Establishing Herd Immunity

<http://aglifesciences.tamu.edu/animalscience/wp-content/uploads/sites/14/2012/04/beef-establishing-herd-immunity.pdf>

Bovine Trichomoniasis

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/beef-bovine-trichomoniasis.pdf>

Animal Welfare and the “Five Freedoms”

<http://aglifesciences.tamu.edu/animalscience/wp-content/uploads/sites/14/2012/04/Five-Freedoms-Long-vers.pdf>

Marketing

Beef – Good and Good for You

http://aglifesciences.tamu.edu/animalscience/wp-content/uploads/sites/14/2016/01/PUFAs-in-Beef_Rm-CK-2013.pdf

Marketing Cull Cows

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/beef-marketing-cull-cows.pdf>

Natural, Grassfed and Organic Beef

http://aglifesciences.tamu.edu/animalscience/wp-content/uploads/sites/14/2016/01/Niche-Market-Beef-Ver.-05_2012.pdf

Producing and Marketing High-Value Calves

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/beef-producing-marketing-high-value-calves.pdf>

Nutrition

The Cow’s Digestive System

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/nutrition-cows-digestive-system.pdf>

Factors and Feeds for Supplementing Beef Cows

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/beef-factors-and-feed.pdf>

Body Condition, Nutrition & Reproduction of Beef Cows

<http://aglifesciences.tamu.edu/animalscience/wp-content/uploads/sites/14/2012/04/nutrition-body-condition-nutrition.pdf>

Supplementation Strategies for Beef Cattle

<http://counties.agrilife.org/willacy/files/2011/11/Supplementation-Strategies-for-Beef-Cattle.pdf>

Pasture–Range–Forage

Forages for Beef Cattle

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/beef-forages-for-beef-cattle.pdf>

Managing for High Quality Hay

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/beef-managing-for-high-quality.pdf>

Reproduction and Calving

Breeding Soundness of Bulls

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/beef-breeding-soundness-bulls.pdf>

Avoiding Calving Problems

<http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/beef-avoiding-calving-problems.pdf>



2020 ENTRY APPLICATION

MAIL COMPLETED APPLICATION TO:
SOUTHWESTERN EXPOSITION AND LIVESTOCK SHOW
ATTENTION: BEEF CHALLENGE
PO BOX 150, FORT WORTH, TEXAS 76101-0150

817-877-2400 • fwssr.com

Contestants **must** present valid **photo identification** at check-in prior to being admitted to the contest area.

MUST USE ONE FORM FOR EACH CONTESTANT

(PLEASE PRINT OR TYPE)

Contestant's Name	Social Security Number
Mailing Address	Phone Number
City	Zip
Contestant's E-Mail Address	

FFA Chapter or 4-H Club	AST or CEA's Name
Mailing Address	Office Phone Number
City	Zip
AST or CEA's E-Mail Address	

2020 Junior Breeding Beef Heifer Show Entry Information:

Breed of Heifer _____

Heifer's Date of Birth _____

APPLICANT MUST HAVE AN ENTRY IN THE 2020 JUNIOR BREEDING BEEF HEIFER SHOW AT THE FORT WORTH STOCK SHOW AND BE A SENIOR IN HIGH SCHOOL.

I (We) the undersigned, hereby make application to enter the above event, subject to the rules and regulations of the Southwestern Exposition and Livestock Show, all of which I (we) have read, and agree to the provisions contained therein, including without limitation the provisions relating to the release and limitation of liability of the Southwestern Exposition and Livestock Show, the unethical fitting of livestock; the merchantability of livestock, the substance abuse policy and agree to the provisions contained therein as a part of this contract. Specifically, I (We) hereby release the above Exposition from any claim or loss in accordance with the terms and provisions of the above referenced Southwestern Exposition and Livestock Show rules and regulations.

(PLEASE PRINT OR TYPE)

We _____, _____, and _____
Contestant Parent/Guardian AST or CEA's Name

certify that contestant has exhibited Junior Breeding Beef Heifers for a minimum of two (2) years, including the 2020 Junior Breeding Beef Heifer Show at the Fort Worth Stock Show, and is a senior in high school.

Contestant's Signature Parent/Guardian's Signature AST or CEA's Signature

THIS APPLICATION MAY BE REPRODUCED. FAXES OR E-MAILS WILL NOT BE ACCEPTED.