



UW-MADISON EXTENSION

Guidance for Virtual Fair Shows and Auctions

This document has been created to help guide and support County Fair personnel in development of their fairs and exhibitions in alternative ways. This can be used as a reference for decision making.

Introduction:

This year has been a year like no other. County fair boards not only continue to have the annual challenges in accomplishing a fair (weather, budgets, etc.) this year they are dealing with a pandemic. If you aren't able to offer your entire fair that follows CDC and local public health guidelines, you might want to consider offering a virtual show. This document is designed to give options as fair leadership study what their next move might be. While it is understood pictures and videos cannot fully replace live exhibits (handling of animals), the virtual fair environment is intended to allow a judge to see and learn about the skills an exhibitor has developed throughout this past year resulting from their experiences. A virtual fair can certainly give youth something to look forward to and to keep their project headed in the right direction related to care and management.

In a virtual show, all of the rules and policies from a traditional fair should still apply. Policies around animal identification, birthdates, registered versus crossbred and use of foreign substances are just some of what is important in developing and maintaining a level field of opportunity. Youth should honor and follow new or existing fair deadlines. Fairs should ensure that any and all updates are communicated often. Regardless of the show, youth should maintain the ability to keep their animal in control as well as their emotions and show good sportsmanship. They should follow what is asked of them in this new way and present themselves and their animal appropriately. Youth should wear the appropriate show dress attire and animals should be presented well and clean and show equipment should be used properly. Youth will need to recruit family members to capture video and or pictures in order to participate. Guidance should be clear on how to capture fair material. A fair could decide to make it a "no fit" show or maintain the grooming and fitting of the animal for this virtual option. The background should be clean and void of distracting objects when capturing video and pictures. A fair may decide to limit the number of animals per exhibitor. Depending on your fair's choice, will your fair options occur rain or shine? As you think through a new type of show, you might consider if your usual requirements still apply or are doable in this new model. You might consider looking at deadlines and manage them in the best way for the workload and staff numbers.

Judges:

Judges provide an important part to the youth learning experience and it is crucial to acquire a judge that is not only a good animal evaluator but also comfortable with the use and management of technology platforms. You will still need to acquire and pay for

judges. You may want to survey judges to see if they are willing to serve in this new capacity and are comfortable with technology. You will likely be saving funds related to travel costs and mileage which may allow you to acquire some new judges that you haven't been able to afford or saved funds could assist in hiring a virtual show manager to coordinate. If funds are not available you could acquire someone more local to the area that will be honest and not show favorites. What kind of feedback do you want from the judges? All shows, no matter the method, need and require informative and constructive feedback. Youth need to reflect on that feedback on how they move forward through their project for years to come. Ideally verbal reasons/critique would be best either during the class, a voice recording, a video presentation, or other means that make sense. Written feedback that could be sent to all youth could work as well. Considerations that all youth receive individualized feedback wherever possible should be a priority.

- Feedback for each animal may cost more compared to feedback as a group or a line up.
- How will the critique occur?
- Will the video and/or written explanation be posted somewhere?
- Will all youth get on a Zoom, Facebook Live or other types of webcasts to see the video?
- Whatever you decide to manage in a virtual way, make sure you do a trial run with the judge so you can test and make sure computers have updated software, Wi-Fi or data capabilities and can test audio sound and video.

Guidance in capturing pictures and videos:

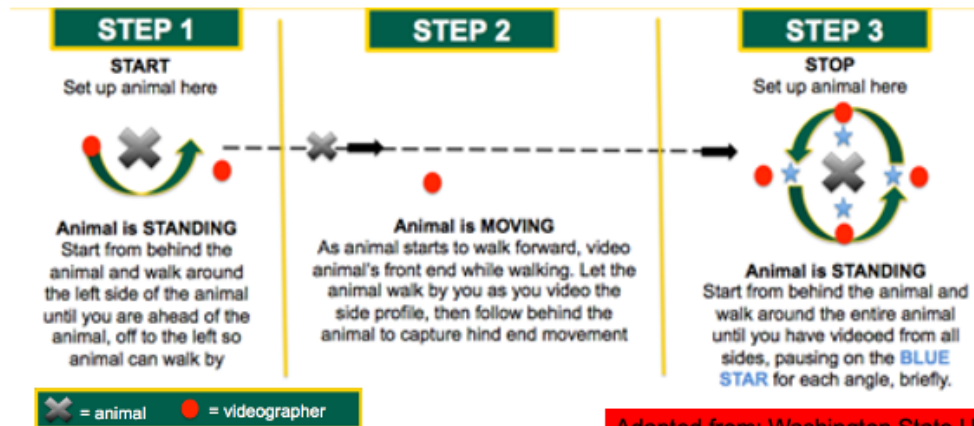
The quality of the photo or video submitted for the animal will result in a more complete an evaluation. Videos are more ideal because of the illustration of the total animal from confirmation to structure and movement. Videos can be a limitation for some that struggle with internet access. Uploading larger video files can be challenging for some. Pictures can limit the ability for the judge to evaluate structure. It might be important to survey exhibitors and work through internet accessibility issues if you'd like to keep videos as the main option for collection. Some have shared concerns that pictures and videos could be altered to enhance the qualities of the animal. Having a live Zoom could eliminate the image or video handling concerns. See Zoom live show deeper in the document.

Suggestions for collection of videos or pictures

- The focus should be on the animal not the exhibitor. However, at some point in the video you must include a shot of the exhibitor and the animal with the exhibitor's face visible as well as the animal identification.
- The exhibitor should be the only person holding and handling the animal.
- The ear tags of the animals should be at the beginning of the video.
- Please show all views and angles of the animal.
- Your animal must be clean.

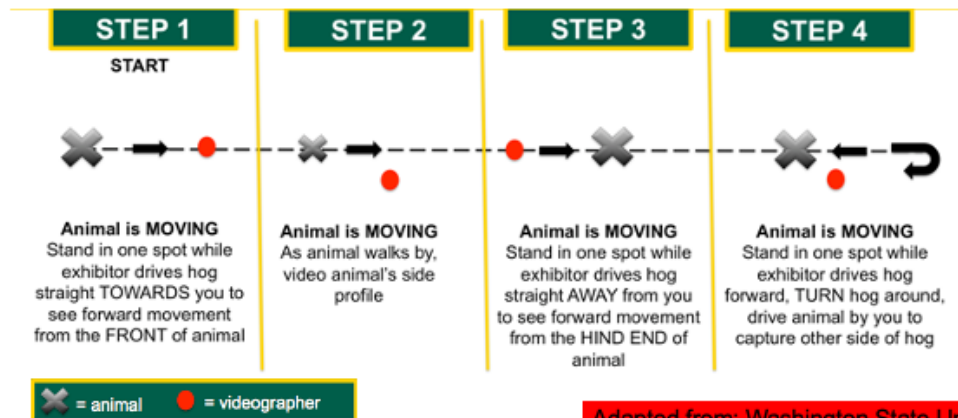
- Depending on the show rules: fit your animal as if you were going into the live show ring or make sure to clarify this is a “no-fit” show.
- Appropriate show attire must be worn-NO HATS or FFA/4-H/Association attire may be worn
- No previous awards, banners, etc. may be in the background of the video. Belt buckles can be worn.
- Do not state your name, club, breeder or any details about your project. No talking is permitted in the submitted video.
- All videos must be between 60-90 seconds, not more than 6 GB (each fair may need to evaluate), and submitted in a horizontal `6x9 aspect ratio, simply rotate your phone to “Landscape Mode”.
- Photos and video should be taken at eye level and within 10-14 feet from the animals.
- Communicate the pattern you want youth to complete by a diagram or an example video that families can review.
- Do not alter the raw video by placing any overlays, etc.
- Take photos in a well-lit area located outside; natural, outdoor light is preferred.
- Try to reduce as many shadows and glares as possible.
- Make sure the animal is not standing in tall grass or deep shavings etc.
- Photos should not be altered or edited!!!
- If you utilize pictures, makes sure there is an Image of Front View, Side View and Rear View
- Animals must be held by exhibitor, not tied to a fence or post.
- Follow identified fair book guidelines and rules.
- Exhibitors should practice with their animal and with the person capturing the images and video to identify the best area for submission material.
- Consider feeding time in relation to capturing photos. You may need to feed the pigs in order for them to stand still for photos.
- DO NOT use email to have exhibitors submit photos or videos. These files are way too big to be emailed through most computer email systems. They must be uploaded to a folder online.

For: Beef Cattle and Dairy Cattle All Breeding and Market Animals



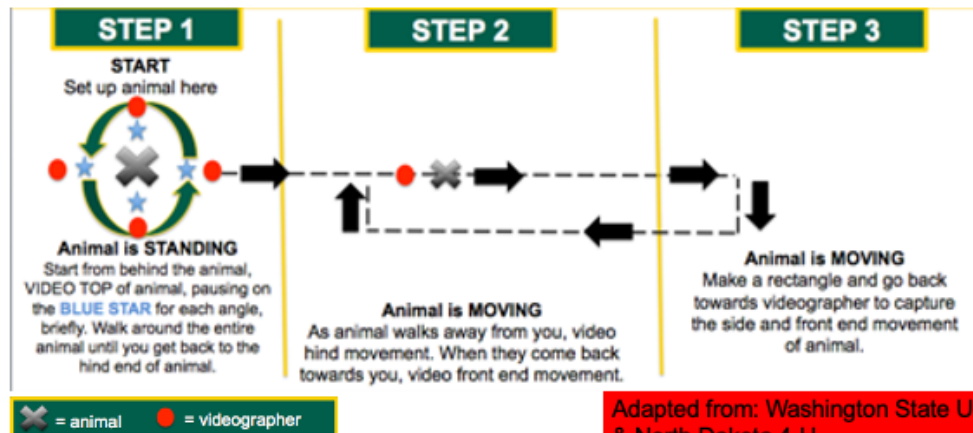
Adapted from: Washington State University
& North Dakota 4-H
2020 Virtual Livestock Show
Video Instruction Guide,
NDSU Extension

For: Hogs All Breeding and Market Animals



Adapted from: Washington State University
& North Dakota 4-H
2020 Virtual Livestock Show
Video Instruction Guide,
NDSU Extension

For: Sheep and Goats All Breeding and Market Animals



Adapted from: Washington State University & North Dakota 4-H
2020 Virtual Livestock Show
Video Instruction Guide,
NDSU Extension

Collection Platforms:

There are several platforms available to manage a virtual show that are free for fair management and families to utilize should they initiate a virtual show for families to submit entries, pictures or even videos. Certainly, accessibility is an important part of thinking through these alternative opportunities. As you think about what might be the best for your county, you might want to consider the experience of your staff and volunteers. What are they experienced in? What are your families experienced with? What do they have access to? Consider providing an additional form for where pictures can be embedded, or provide an extension to your current entry form that may help you collect information.

YouTube (Videos): Commonly used by both youth and adults. Youth use it to upload videos for school and may already be familiar with it. Very simple to use.

- [How to upload to YouTube from iPhone, iPad and iPod](#)
- [How to upload to YouTube from an Android phone](#)
- [How to upload to YouTube \(general\)](#)

Youth/Families	Staff
<ul style="list-style-type: none"> • Record video of exhibit and save it to a computer or cellphone. • Upload video to YouTube using the create button (looks like a video camera) • Title your video like the example below: LastNameFirstNameDivision/ClassTag/Tattoo - "ORourkeBernieMarketBeefAngusJJS1257" 	<ul style="list-style-type: none"> • Make sure to think through how you will collect links and save them someplace that is easy to find. • If using FairEntry, youth can add this link to 'entry

<ul style="list-style-type: none"> • Click Next twice. (If on cellphone skip this step) • Set your visibility setting for “Unlisted.” This means only people with the link will be able to see or find the video. • Click save or upload. Then copy the video link that appears. • Paste this video link into a spot in FairEntry or another place that your Fair Office has asked you to share it. 	<p>description’ or a custom field question. Using the reports tab, download the information needed for judging.</p> <ul style="list-style-type: none"> • If using another platform for entry collection, consider having a place where you can easily match up each hyperlink with an exhibit and exhibitor.
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Google Drive/Form:

- [How to upload to Google Drive](#)

Youth/Families	Staff
<ul style="list-style-type: none"> • Record video of exhibit and save it to a computer or cellphone. • Click here for steps to upload to Google Drive: • Once uploaded to Google Drive, use these steps to share the link as directed by your Fair Office. 	<ul style="list-style-type: none"> • Make sure to think through how you will collect links and save them someplace that are easy to find. • If using FairEntry, youth can add this link to ‘entry description’ or a custom field question. Using the reports tab, download the information needed for judging. • If using another platform for entry collection, consider having a place where you can easily match up each hyperlink with an exhibit and exhibitor.

FairEntry Program: When set up correctly, exhibitors can upload photos of their animal. A video function may/may not be available depending on the timing of your fair. The following are recommendations for photo and/or video submission:

- Under either the Department, Division, Class or Sub-Class add:
 - Custom Files for each photo angle you want youth to submit. Make these required if you need youth to upload these for judging. Select all photo types for ease of uploading for youth.
 - For video either: Create a custom field that says “Put video hyperlink here” or instruct youth to add the hyperlink to the “Exhibit Description” Field.
- For judging and all FairEntry Virtual Fair info, please view the [FairEntry help video](#).

Other Virtual Show & Auction platforms: Below are a few private, commercial virtual livestock show products. These are just a few examples, some/all may include a cost.

***UW Wisconsin and Division of Extension does not endorse the entities below.

- [Show Circuit Online Sales](#)
- [Ranch House](#)
- [Walton Webcasting](#)
- [Fair Vault](#)
- [Virtual Livestock Shows](#)
- [Virtual Stock Show](#)
- [ShowWorks](#)
- [Champion Drive](#)
- [Stock Show Auctions](#)
- [Stock Show Auction](#)
- [DV Auctions](#)
- [Willoughby Livestock Sales](#)

Consider local businesses and partners that might be able to assist both previously and in this new model.

TYPES OF ENTRY FILES

Below are suggestions when deciding what types of photos/videos youth could submit to 'exhibit' for a virtual fair. Talk to your livestock committee chairs and/or judges to see what may be needed for specific classes. No matter what platform you use, consistent photo/video file naming will be vital in helping you locate items later. Here is an example: LastName_FirstName_Division/Class_Tag/Tattoo - "ORourke_Bernie_MarketBeefAngusJJS1257". Consider fair entry deadline dates and perhaps have them due earlier for staff to manage.

SETTING UP CLASSES

Setting up classes might prove to be a challenge as compared to other years. Many fairs may not have been able to get a beginning weight or even an end weight to manage a virtual fair. Average daily gain, performance classes, bucket/bottle calves, pairs or pens of 3 may not be feasible in a virtual or even a minimized live show.

- Consider if your fair will consist of breed classes along with crossbred/commercial classes
- Decide how you will split your classes and how you will gather and confirm this information and animal identification.
 - By Fair Weight? How would you collect weight?
 - By Beginning Weight?
 - By Birthdate?
 - By Breed?

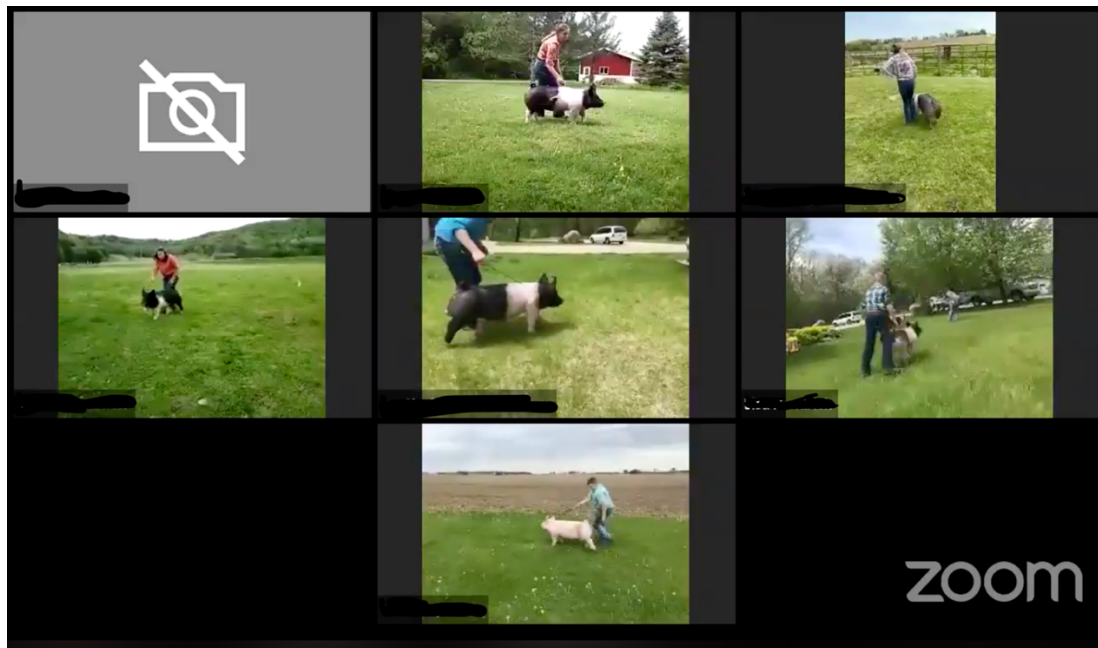
Showmanship classes – Be creative in other ways to have youth show their skills. (see showmanship) You may want to consider new classes or competitions to replace classes not offered due to a virtual format. Be creative, but here are some ideas.

- Video log of housing, care and management, husbandry
- A high-tech version of an educational poster describing the project
- Video classes on fitting, setting up the animal

- Video classes with a list of knowledge-based questions from the judge that each member answers by video submission

Zoom Virtual Show

Some have utilized Zoom as a virtual show in the truest sense (see pictures). This type of judging experience actually occurs in real-time and animals can be compared when viewing in the gallery mode of Zoom. Show management uses a Zoom room and allows exhibitors into the room from a waiting room when their class is available. They are brought into the class by a moderator and the judge is there to start evaluating the class of animals. Exhibitors load Zoom on a phone or iPad; when entering the Zoom room the youth begins showing and their support people video the animals/youth. The judge places the class and gives oral reasons. A fair would need to purchase a Zoom Pro account that costs \$14.99/month and would need to have a few people helping to manage the Zoom room. With this Zoom feature you could broadcast your Zoom show to Facebook Live or YouTube (you need to have an account) for others to view. You also might consider giving each youth a Zoom screen code. Some have concerns with youth's name on the internet. In addition, code names allow for the judge to remain unbiased towards the exhibitor. To manage all the classes where participants could receive real time class updates, utilizing a tool such as google sheets (see picture) could keep the show going in an orderly fashion. The user should follow the aforementioned picture and video recommendations.



Zoom_Show_Example ☆

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .00 123 Default (Arial) 10 B I A

	A	B	C	D	E	F
3		Show Name	Date of Show			
4		Class 1a		8:00		
5	Code - Registered Zoom Name	Last	First	Breed	Sex	Results
6	A		Trevor	Cross	B	
7	B		Michael	Cross	B	2nd
8	B		Nathan	Cross	B	1st
9	D		Addison	Cross	B	
10	E		Kennedy	Cross	B	
11	F		Nova	Cross	B	
12	G		Samantha	Cross	B	3rd
13		Class 1b				
14		Last	First	Breed	Sex	Results
15	H		Taylor	Cross	B	showing
16	I		Julia	Cross	B	showing
17	J		Kennedy	Cross	B	showing
18	K		Matthew	Cross	B	showing
19	L		Nathan	Cross	B	showing
20	M		Jesse	Cross	B	showing
21	N		Brandon	Cross	B	showing
22		Class 1c				
23		Last	First	Breed	Sex	Results
24	O		Owen	Cross	B	on deck
25	P		Bryce	Cross	B	on deck
26	Q		Nova	Cross	B	on deck
27	R		Nathan	Cross	B	on deck
28	S		Drew	Cross	B	on deck
29	T		Eric	Cross	B	on deck
30	U		Kaden	Cross	B	on deck

Live Show with modifications:

For some a live show might still be a possibility, but with limitations. This needs to be carefully thought out and details must be consulted with DATCP fairs and Debbie Gegare, fairs coordinator. In addition, public health officials in counties where shows are held must be brought in for consultation. Local leaders of the fairgrounds, superintendents, committee leaders and veterinarians should be involved in the decision making process. Consider livestreaming the show over Facebook live where family members and friends can watch from home and from trailers or pens. This aids to limit the amount of people watching the show. Consider using online tools such as google docs or sheets to illustrate what classes are in the ring and what classes are on deck to again minimize traffic. If you do have a modified live pig show and it's terminal, schedule the show on the day the animals will go to the processor. Wisconsin's swine health rule will not allow pigs to go back home, they must go directly from home to show to processor.

Many states have developed guidelines for these purposes that could assist a fair in a one day event or showing off a trailer. These states are good references as well as any correspondence that would come from DATCP related to public health safety at live shows.

[Slowing the spread of COVID-19: Guidance for Livestock Competitions and Events - Tennessee](#)

[4-H Fair Exhibition Social Distancing Requirements and Recommendations](#) - Indiana

[Guidance for Livestock Competitions and Shows](#) – Kansas

[Guidance for Livestock Shows and Events in Nebraska to Slow the Spread of COVID-19](#) – Nebraska

[Responsible RestartOhio](#), County Fairs - Ohio

Showmanship:

Judging showmanship in its truest sense might serve to be a challenge virtually. Other states have had youth utilize images, video (2-3 minutes) or PowerPoint presentation (5 slides or less) of youth showing their animal. Purpose of the content is for the youth to share the message of what they have learned about their project and the industry they represent. You might need to think about a flexible, creative way to engage kids in this way virtually.

- Animal demonstrations
- Videos tours of youth exhibitors' barn set ups.
- Written essays or videos on their project – get local industry business involved to judge them.
- Marketing campaigns and elevator speeches about the industries.
- Costume contests
- From the virtual videos or pictures, select a best fit/presented or best skin and hair care.
- Podcasts and or social media videos. Facebook Lives, Instagram TV, etc.

These are all excellent opportunities for older youth to think creatively and to be put in charge and lead these efforts. Older youth leaders can spark younger members to get engaged in this virtual way.

Auctions:

Decreased meat processing capacity due to the coronavirus pandemic may limit market access for county fair market animals this year and market prices may be significantly lower. There may also be unique marketing challenges associated with virtual fairs or fairs that require social distancing and other mitigation strategies. County staff, fair boards, livestock superintendents, and others should think ahead and plan carefully to develop a plan for sale and harvest of market animals. Although there may be no great solutions, the following points are worth consideration.

- Step one is to communicate with local processors on if they plan to still take your fair animals as per usual.
 - Do local processing plants have the time, staff, and storage space to process animals that are purchased locally? Will packers be willing / able to take the animals?
 - **The goal for fairs is to keep these spots reserved for the kids however possible. Especially now where some plants are scheduling out into 2021.**
 - Gather a list of local lockers/meat processors that are willing to process animals by appointment. *Obtain permission from the locker to send their information to buyers/exhibitors.*
- Step two: communicate with businesses and previous buyers about continued support – will the support be maintained? Reduced?
 - Communicate with families and exhibitors to allow planning and forethought about marketing.

- Send a survey to past auction buyers for their contact information and interest in purchasing an animal for their consumption (list species for them choose from). Consider using a Google Form to collect this information. [How to set up a Google Form.](#)
- Once the survey is complete, share this information with youth to seek out buyers. **Do not provide youth contact information to the public.** Work with your Extension office on best practice to connect youth to buyers.
- Consider that in some situations, a fair auction may not be feasible, and families may have to be responsible for marketing their animals.
- Consider that in the event of a virtual show, for which no weight is recorded, there is no way to accurately or fairly sell the animals by the pound. The Packers and Stockyards Act requires that transactions made by weight are based on the actual weight from the scale ticket of a scale that is properly maintained and certified for accuracy.
 - <https://www.ams.usda.gov/rules-regulations/packers-and-stockyards-act>
 - <https://www.ams.usda.gov/sites/default/files/media/PSDLivestockScales.pdf>
- Beyond auctioning animals, is there a way to implement some kind of premium auction to recognize and reward exhibitors?
 - Could a premium or ribbon auction of some kind be used to facilitate local support of the exhibitors without actually marketing each animal? Perhaps this is done as a premium per head or per ribbon? Youth would then need to go out on their own and obtain buyers and utilize the spots reserved by the fair at local processors. This could be difficult for youth that don't have spots reserved; the other option would be to market project animals on the open market. ie: Equity livestock, Lynch Livestock, other buying stations and auctions.
 - Could a pot of premium money from local supporters be divided up systematically among exhibitors based on number of exhibits, placings, ribbons, etc.
- Utilize the list from above to assist you with an auction. They will most likely charge for this service.
- You may want to connect with local businesses to see if they can assist with an auction virtually or in any other way.
- **Honor swine health rule – terminal show, no testing, can't go back home.**
- You might consider working with youth and families that might want to donate extra animals to those in need. Work with your local communities partners 4-H, FFA, local processors and local food pantries to see if this might be a wonderful service activity in your community.
- Review "Marketing your project animal – A guide for youth and families"

You might consider a Zoom Auction. An auction through Zoom could work to be a more financially feasible option. A fair would need a Zoom pro account (\$14.99/month) that

allows 100 participants. You can also broadcast it to Facebook Live and YouTube for the general public and other families to watch. Potential buyers could acquire bidder numbers by filling out a google form, fair staff can then assign a bidder number and communicate that number to the buyer. In the Zoom meeting you would have the auctioneer, a clerk or two, a number of volunteers that can handle phone in bids and then of course all of the buyers. One volunteer can share the picture of the youth member and their animal to start the bidding. Buyers can bid by putting their bidder number into the chat box while the auctioneer calls the sale. Those on the phone can put the bidder numbers of those they are working with, in the chat box. Buyer's screen name could be their business name and buyer number. The meeting/sale can be recorded and the chat box can serve as a record of the sale as well. Some families are not comfortable with youth and their name being online. You may need to make some considerations on these requests. **Friendly reminder, you can't sell animals by pound when no weight was acquired on a certified scales. Obviously, using a declared weight is not a weight acquired on a certified scales.**

Having a market sale that incorporates a livestock value with the end result being meat products to a buyer can prove to be difficult. Here describes an idea that could assist a fair in getting to a ballpark market value. You could get a ballpark market value that is flat for the whole group of market hogs, whole group of market lambs and so on. For example an average market hog weighs 270 X current live price (\$0.35/lb (price as of 5/29/2020)) = \$94.50. An auction could start for all pigs at this \$94.50 price. Average lamb weight could be 130 lbs. Average market steer weight could be roughly 1250 lbs. Average dairy steer could be 1350 lbs. Capture current live price at the time of your sale.

There should be some considerations given to encourage youth creativity. While a fair might feel that they want to do the best they can for the kids to acquire costs from their project, youth have and will come up with creative ways to market their animals.

The fair will need to figure out how and who will manage the spots at the processing plant for those youth projects. Work with the processing plant on a process and communicate well with youth and families.

- The fair will need to decide how to best record what processing plants or local live markets buyers want which animals sent to.
- A fair will also have to decide how animals will be transported to the processing plants or local live markets after the virtual sale.
- Who is responsible for their safe delivery?
- How will the fair ensure the correct animals (the animal sold through the fair auction) arrived at the local processing plant or sale barn at the appropriate time specified by the buyer?

Ultrasound and Carcass Shows:

In this time of physical distancing and separation, the ability to collect carcass and ultrasound data might be more limited. As stated in the auction section, make sure you have communicated to your local processors and discuss what they are willing to do during this time. If carcass data can be collected, a virtual Zoom discussion of the results and explanation by a judge would be more ideal than meeting in person at a processing plant. As we think about the space limitations at processing plants, gaining the educational points from shows would be best virtually. Ultrasound technicians may require additional safety measures in order to capture data from market animals. Technicians will likely require a smaller working crew made up of adults and no youth. The working crew could be required to wear masks and other Personal Protective Equipment (PPE). These requirements could apply to carcass data collection in a processing plant.

Final thoughts:

COVID-19 has certainly presented challenges and opportunities for all involved with fairs; those that manage, attend, and exhibit at them. While we know that these virtual opportunities might not be in the best interest for many fairs for various reasons, it might be a possibility for some. Being able to pivot and adapt to the circumstances might present a new look to fairs in this short term that could actually be fun and new. Obviously, live shows are preferred, but giving youth the ability to exhibit, receive feedback and develop mastery skills in themselves and their projects are always the goals. *We draw your attention to the [Guidelines on the Educational Roles of County Extension Educators at County Fairs](#) document that has been shared widely with the Wisconsin Association of Fairs*

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References:

Iowa State University, Washington State University, Purdue University Extension, North Carolina State University and North Dakota State University



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Appendix 1: Biosecurity Measures

- Best practice is to contact your County Health Department for up-to-date regulations and requirements for activities in your county.
 - May want to include this organization in on-going fair planning to get updates as changes take place.
- Additionally, check the CDC website for continued updates, recommendations, and requirements regarding COVID-19: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>
- Provide hand washing stations and/or hand sanitizer
- Mandatory masks (may consider having some on-hand for those that forget)
- Place markers on the floor where people may stand (keeping 6 feet apart) or directional arrows throughout building
- Reduce sharing of equipment (everyone should have their own supplies - pens, paper, etc.)
- Disinfect judging area (tables, chairs, etc.) between each youth exhibitor.
- Regular cleaning of bathrooms (as per the recommendations from Public Health Dept.)
- Cleaning of bleachers and spectator chairs.
- For events being coordinated by Extension, Extension policies and guidelines regarding best practices for programming during COVID-19 must be utilized.

Many states have developed guidelines for these purposes that could assist a fair in a one day event or showing off a trailer. These states are good references as well as any correspondence that would come from DATCP related to public health safety at live shows.

[Slowing the spread of COVID-19: Guidance for Livestock Competitions and Events - Tennessee](#)

[4-H Fair Exhibition Social Distancing Requirements and Recommendations](#) - Indiana
[Guidance for Livestock Competitions and Shows](#) – Kansas

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