

MI Beef Showcase

June 6-8

Entry Information

Event held at the Michigan State University Pavilion for Agriculture and Livestock Education, 4301 Farm Lane, East Lansing, MI 48824

Sponsored by:

Michigan Beef Breed Associations
Michigan Cattleman's Association
Michigan State University—Department of Animal Science

**All entries due:
May 23, 2014**

Entry forms & information available at:

http://www.ans.msu.edu/youth_extension_programs/youth_events

If you need to contact someone at the Pavilion for Agriculture and Livestock Education during the event, please call (517) 432-0665

CARLA MCLACHLAN
Program/Event Coordinator
Department of Animal Science
Phone: 517/432-5402
MCLACHL2@msu.edu

Exhibitors are responsible for reading and adhering to the rules.
If you need to contact someone at the Pavilion for Agriculture and Livestock Education during the event, please call (517) 432-0665.

Michigan Beef Showcase Schedule

Friday, June 6

6:00 – 9:00 p.m. Early-bird arrival for beef

Saturday, June 7

8:00 a.m. – 1:00 p.m. Cattle may arrive
10:30 a.m. – 1:00 p.m. Cattle check-in and processing
11:30 a.m. Beef Advocacy (lunch provided for participants)
1:00 p.m. All cattle must be checked in
1:00 p.m. Posters and Photography submitted to the Show Office & all contest signup must be completed
1:30 p.m. Beef Speech Contest - Classroom C & D
2:30 – 4:00 p.m. Teams Sales and Team Fitting Contests (Final Schedules will be posted based on signup)
4:00 p.m. Various breed association meetings and socials
6:30 p.m. Beef Showmanship for all junior exhibitors
Followed by crossbred steer and market heifer divisions

Sunday, June 8

9:00 a.m. **Beef Showcase:**
1. Shorthorn and Shorthorn Plus 5. Simmental
2. Chi 6. Maine Anjou
3. Angus 7. Hereford
4. All Other Registered Breeds 8. Limousin

Selection of Grand Champion Market Beef and Supreme Champion Bull & Female will follow the last show

Michigan Beef Showcase

The Beef Showcase provides an opportunity for youth and adults to participate in a statewide beef cattle event. It is our intent to provide an activity that prepares youth for many of their upcoming national junior beef breed shows through exhibiting cattle and participating in the various skills contests. We also hope it provides an opportunity for those youth that will not be able to attend a "Junior National" to experience it here in Michigan.

General Information – Related to All Shows

Code of Conduct Statement

By making entries, all exhibitors and others associated with the entry, agree to abide by the following guidelines:

- Exhibitors shall at all times conduct themselves with honesty and good sportsmanship and reflect the highest standards of honor and dignity to promote the advancement of agricultural education.
- Animals shall not be administered drugs other than in strict accordance with applicable federal and state regulations and rules.
- Animals shall not be exhibited if the drugs administered in accordance with federal and state regulations and rules affect the animal's performance or appearance at the event.
- Exhibitors are required to present and care for animals in a humane and ethical manner.

Failure to adhere to any rules shall result in the disqualification of the entry and exhibitor.

Exhibitor Eligibility: The Michigan Beef Showcase is open to all Michigan residents that have reached their 8th birthday by January 1, 2014. Members of MI Beef Breed Associations who reside outside Michigan are also welcome, however appropriate health certificates are required.

Entry Deadline: Entries for all events must be postmarked by May 23, 2014. Entries must be made by the exhibitor and mailed to Michigan State University, Dept. of Animal Science, 474 S. Shaw Lane, E. Lansing, MI 48824. Please make checks payable to: Michigan State University.

Entry Fees:

Beef Showcase: \$40 / head

Camper Space: \$20 / night

Entry fees are non-refundable. Entries without payment or entries sent in with incorrect, incomplete or illegible information will not be accepted and will be returned to the exhibitor.

Late Entries: \$60 / head.

Housing and Camping Accommodations: There are several restaurants in close proximity. Concessions will also be available in the Pavilion. Camping spaces are available at a cost of \$20 per night. Please indicate request on the entry form. Camping permits are required and will be available upon arrival at the show. Motels that are close to the Pavilion include:

Comfort Inn	Okemos, MI	Ph: 800/349-8701
Fairfield Inn	Okemos, MI	Ph: 517/347-1000
Holiday Inn Express	Okemos, MI	Ph: 517/347-6690
Candlewood Suites	Lansing, MI	Ph: 517/351-8181

Fans: Are not allowed in the aisles unless suspended overhead. **No fans on carts in the aisles will be permitted.** A maximum of one fan per two head, owned by the same family or group requesting to be stalled together, will be permitted.

Generators: Not allowed in the Pavilion.

Dogs: Not permitted in the Pavilion during these events.

Tie-outs: Space is available for night tie-outs for cattle.

Bedding: The preferred bedding is straw or wood chips. Both will be available for purchase at the site. Bedding is to be brought from home or is to be purchased from the official supplier to the Pavilion for Agriculture and Livestock Education.

Junior Exhibitors: Junior show exhibitors must show their own animal unless species chairpersons grant special permission. In the event that a substitute showperson is approved in any of the junior shows, the substitute showperson must be a registered exhibitor in this show. Proper identification of junior exhibitor may be required, at the discretion of the show committee.

The Pavilion for Agriculture and Livestock Education on the campus of Michigan State University is considered a classroom facility. As such, **the use or possession of alcoholic beverages or smoking in the Pavilion is prohibited.**

General Rules

1. **Breed Requirements:** In order to exhibit in a specific breed for the Beef Showcase, entries must conform to the following requirements for registration certificates:

<u>Breed</u>	<u>Breeding Cattle</u>	<u>Steers</u>
Angus	Purebred	Purebred
Chianina	Percentage	Percentage
Hereford/Polled Hereford	Purebred	Purebred
Limousin	Percentage	Percentage
Maine Anjou	Percentage	Percentage
Shorthorn	Purebred	Purebred
Shorthorn Plus	Registered	Registered
Simmental	Percentage (50% or above)	Percentage (50% or above)

In addition, all other breeds are welcome to participate in the **All Other Registered Breeds (AORB)** division. If, in the future, there are sufficient numbers of cattle entered within a specific breed not listed above, a separate breed show may be held. For heifers and steers that have a registration certificate but do not satisfy the criteria listed above, those cattle will show in the **AORB** division. In addition, classes will be available in the Beef Showcase for crossbred and other steers, and market heifers that are not eligible for registering in a specific breed. Please refer to the schedule on page 2 for a listing of those breeds. Any animal is eligible to enter and compete in only one breed regardless if animal is registered in more than one breed association registry.

2. **Grooming Regulations:** Use of false tail heads or adding of hair or hemp is prohibited. Coloring agents, except powders, may only be

used on the legs and tail switch. No coloring agents may be used above the animal's flank. This includes colored show foams (black, red, etc.). Use of powders is prohibited. No forced administration or pumping of fluids to create gut fill will be allowed. Violation will result in the disqualification of the entry and/or exhibitor.

3. **Ownership Deadlines:** Open beef exhibitor entries must be owned by the exhibitor by entry deadline. Junior exhibitor entries must be solely owned by the exhibitor by May 1, 2014.

4. Each breed association will receive a 10' x 10' booth space for breed promotional material, at no charge.

5. Original registration papers must be presented at check-in time for all cattle that will be shown in a breed division. Registration applications will not be accepted.

8. Several of the breeds are conducting special events as part of the Beef Showcase. These include:

Michigan Angus Association - State Open and Junior Preview Show: Breeding cattle, steers, and junior showmanship.

Michigan Shorthorn Association State Open and Junior Preview Show: Breeding cattle, steers, and junior showmanship.

Michigan Chi Association - Open and Junior Show: Breeding cattle and steers.

Maine Anjou Association of Michigan - Open and Junior Show: Breeding cattle and steers.

Michigan Simmental Association - State Open Show: Breeding cattle and steers.

Michigan Hereford/Polled Hereford – Open and Junior Show: Breeding cattle and steers.

Limousin, - Open Show: Breeding cattle and steers.

9. Breed entries that do not have tattoos, tattoos that do not match the registration papers, or are not legible will not be permitted to show.

10. The name listed on the entry form as exhibitor must also be listed on the animal's registration certificate as "owner."

11. There will be classes for bulls born on or after January 1, 2012, heifers born on or after September 1, 2012 and cow/calf pairs. In the cow/calf classes, the calf must be the cow's most recent natural calf and must have been born on or after September 1, 2013. Cow/calf pairs will count as one entry fee unless the calf will also be shown in a class as an individual. In this case, two entry fees must be submitted.

12. All breeding females, bulls and breed steers competing in the junior division must be registered solely in the name of the youth exhibitor.

13. Steers will be shown by breed. Classes will also be available for crossbred and other steers, and market heifers that are not eligible for registration in a specific breed and will be shown by weight. Heifers shown in breeding classes may not be shown in market helper classes.

14. Breeding classes will be broken by age after all cattle are checked in. Every attempt will be made to follow the guidelines of the respective breed associations.

15. All awards within a breed show will be supplied by the respective breed associations.

All-Breed Beef Showmanship (Saturday Evening)

1. There will be three age divisions: 8-12, 13-15, and 16-21 years of age (age as of 1/1/14). No entry fee is required for this contest. Exhibitors must use their own animal.
2. Breed Associations that require a separate breed-only showmanship will hold those classes on Sunday during their breed shows. Age of contestants and divisions will be determined by the national junior breed association.

Attention Junior Angus Exhibitors: The Michigan Angus Auxiliary will again be sponsoring a showmanship in conjunction with the Preview Show on Sunday, June 8th. There will be four divisions (junior, intermediate, senior and senior national). Contestants in the **SENIOR NATIONAL DIVISION** must meet all the requirements for the national contest to be eligible for this division. Copies of these rules will be posted at the show and are available from Nancy Thelen prior to the contest. Special attention should be paid to the following rules:

- (1) Contestants must be junior, life or regular members of the American Angus Association **PRIOR** to participating in their state contest.
- (2) Contestants must be Michigan residents and members of the Michigan Jr. Angus Association.
- (3) Contestants must be at least 16 years of age by January 1, 2014, and not have had their 21st birthday before January 1, 2014.
- (4) Any contestant who has participated in any of the previous national junior Angus showmanship contests is automatically ineligible for ensuing national showmanship competition.
- (5) To be eligible, each contestant must presently own registered Angus cattle.
- (6) Youth who are interested in competing in this contest must register on or before May 23th by contacting Nancy Thelen and providing their American Angus Association member code.

BEEF SKILLS CONTESTS

The Michigan Beef Showcase Educational Contests are open to any youth participating in the Beef Showcase but are geared toward helping youth prepare their educational contest entries for their respective breed's National Junior Heifer Show contests. Please see general rules for each contest below. If preparing for a National Junior event, please see contest rules for your breed's contests. No entry fee is required. Contest officials will be made aware of contest rules within each breed.

Angus: <http://www.angus.org/njaa/>

Chi: <http://www.chicattle.org/index.php>

Hereford: <http://hereford.org/node/440>

Maine: <http://www.maine-anjou.org/index.php>

Shorthorn: <http://www.juniorshorthorn.com/>

Simmental: <http://www.simmental.org/site/index.php/junior-programs>

Promotional Poster

1. All work must be that of the entrant. The contestants should write the following information in the upper left-hand corner on the back of the poster: contestant's name; birthdate.
2. Subject area should correspond with your national contest rules **OR** one of the following:
 - a. Breed/Association Promotion – Highlight the value of your breed in a successful cattle enterprise, or the benefits of active membership in your breed association.
 - b. Membership Recruitment – Develop and illustrate ideas and themes to recruit new members into your breed and/or your own state breed association.
 - c. Herd Advertisement – Create a print advertisement suitable for promotion of your own herd or a fictitious (but realistic) situation.
3. A poster may be exhibited by only one contestant; posters with more than one contestant will be disqualified.
4. Judging criteria will consist of: neatness of construction, 5 points; clear message, 5 points; clever verbiage, 5 points; makes wise use of poster space, 5 points; eye-catching appeal, 5 points; originality/creativity, 10 points; promotion of the appropriate topic, 5 points; majority of work done by individual, 5 points; and overall effectiveness, 10 points.
5. All entries should be on regular poster board (22" x 28") and be light enough for hanging.

Photography

1. Photography should concentrate on all aspects of good composition and quality photography.
2. Judging criteria will consist of: quality of image (focus, light, balance, etc.), 15 points; well-positioned center of interest, 5 points; good angle/viewpoint, 5 points; captures moment well, 5 points; originality/creativity, 5 points; emphasis on cattle, 5 points; overall appeal, 10 points.
3. All entries should be 8 x 10 color photos and must include mattes. No glass or framing is permitted.
4. Digital entries are allowed, but all entries must be on photo quality paper.
5. No digital enhancements to the photo are allowed. Cropping is ok.
6. Captions are not allowed on the pictures.
7. Exhibitors are allowed to enter as many as two photos in this contest, however, only one entry per exhibitor will place in the top five.
8. Duplication of entries in subsequent years is not permitted.
9. Camera timer settings may not be used; therefore, the junior submitting the entry may not appear in the photo.

Speech

1. Speeches are to be the contestant's original compositions. Consultation is allowed in the drafting process of prepared speeches.
2. Notes are allowed.
3. Speeches should be no more than six minutes long. If the speech exceeds this time limit, points will be deducted.
4. A random presentation order will be posted prior to the contest.
5. Judges will assess the speeches and may pose questions at the conclusion of each presentation.
6. Guests are admitted but are not allowed to prompt, cue or ask questions to any contestant.

Topic should be chosen from your National Junior Show information **OR** one of the following:

- **Junior Division.** What is your favorite beef product to eat and why? Ex: Steak, Hamburgers, Brisket and Ribs..• Describe how you prepare your animals/equipment before a show. • Why did you get involved with your breed association?
- **Intermediate Division.** Explain the effects of the recent economic recession on the beef industry. • What are some of the advantages

you see from growing up on a farm or working with cattle? • If you had a group of urban students visit your farm/ranch, what key points about your operation/the beef industry would you stress to them?

- **Senior Division.** You find yourself on a three hour flight sitting beside an animal rights activist. Describe how you would be an advocate for the beef industry. • Discuss the introduction and role of branded beef programs on consumers' perception of our industry.

Team Fitting

1. Teams will consist of three (3) members. Mixed age teams are acceptable.
2. Each team must provide their own animal for the contest, as well as all supplies needed (chute, blower, clippers, etc.).
3. Each team will be allowed 35 minutes to fit their calf.
4. When time is up, one team member will parade the calf before the judge. The judge will make comments and announce the winners.
5. Animals may be clean and clipped but may not enter the show ring with any additional prior fitting.

Team Salesmanship

1. Each team shall consist of two or three juniors. The team will bring an animal to the competition area and present, promote and generally 'sell' the entry to the judging panel. Cattle should not be fitted beyond being clean, clipped and blown out. Mixed age teams are acceptable.
2. Competition will consist of two parts:
 - (a) Each exhibitor will speak two minutes about the calf with the comments directed to the panel acting as potential customers. Presentation time is limited to a total of six minutes.
 - (b) Juniors will be questioned by the panel as potential buyers. Questions are limited to three minutes.
3. A team may use as many sales tools as they deem necessary; teams must provide their own sales tools.
4. Microphones will not be used
5. Competition will be judged on: integrity, 20 points; command of facts and figures, 20 points; poise and skill in presentations, 15 points; teamwork, 15 points; general appearance, 10 points; professionalism, 10 points; and overall affect, 10 points.

Beef Advocacy

Everyone is welcome to join us – lunch will be provided!

1. This event is open to all exhibitors.
2. Groups will be chosen at random after a demonstration of Beef Advocacy Elevator Pitch.
3. MSU Extension staff will moderate the groups and will be present to help participants.

OVERVIEW OF BEEF ADVOCACY

We all have opportunities in our daily lives to share information that will help others change misconceptions and negative opinions into favorable viewpoints about beef, our industry practices and way of life. From the youngest junior members to adults, everyone can be an effective spokesperson by being informed and prepared to respond with facts. A simple, short, one-on-one "elevator pitch" can shape the attitude of both the curious and the critic in a positive, lasting way.

BEEF ADVOCACY "ELEVATOR PITCH"

An "elevator pitch" reflects the idea it should be possible to deliver a simple summary that defines a person or an idea, and its value, in the time span of an elevator ride – 30 seconds to one minute. The term comes from a scenario of an accidental meeting with someone important in an elevator. If the conversation in those few seconds is informative and interesting, the discussion may continue, or result in exchanging business cards or scheduling a meeting. Though most of us may not ride on elevators regularly or have business cards to exchange, we do encounter people who have misconceptions about beef, animal care and agricultural practices all the time, just about everywhere we go. The goal of this program is to help young people of all ages begin to learn to confidently deliver fact based, 30-second responses in a variety of everyday situations, that will result in better understanding and acceptance of beef safety and nutrition, animal care practices and the agricultural way of life.

Proper Identification, TB Testing, and Health Requirements

Identification

All cattle participating in the 2014 Michigan Beef Showcase must have an USDA approved 840 RFID tag. Alphanumeric metal ear tag or official breed registry tattoo are NOT acceptable in place of an RFID tag. In addition,

TB Test Requirements

All Michigan cattle regardless of age must meet one of the following requirements with respect to TB testing:

- For cattle in the **Modified Accredited Zone (MAZ)**: (Alcona, Alpena, Montmorency, Presque Isle counties, and those parts of Iosco and Ogemaw counties north of the southern boundaries of the Huron National Forest and the Au Sable State Forest) – A negative whole herd test within 12 months AND a negative individual TB test within 60 days AND movement permit are required.
- For cattle in the **Modified Accredited Advanced Subzone 1: (Antrim, Charlevoix, Cheboygan, Crawford, Emmet, and Otsego counties)**
 - **Cattle from herds WITH a verified wildlife risk mitigation action plan** – NO TB testing is required, but a movement permit is required
 - **Cattle from herds WITHOUT a verified wildlife risk mitigation action plan** - A negative individual TB test within 60 days and movement permit is required.
- For cattle in the **Modified Accredited Advanced Subzone 2 & 3**: (All remaining counties in the Lower Peninsula outside of the MAZ and Subzone 1) - NO TB testing or movement permit is required
- For cattle in the TB Free Zone (Upper Peninsula) – NO TB testing or movement permit is required.

Health Requirements

- All cattle must be dehorned if horn length is greater than two inches.
- Cattle infected with a communicable disease may not be brought to the show. To meet the health standards required to show, animals need to be free of illness including but not limited to:
 - Clinical signs of respiratory disease (watery eyes, nasal discharge, elevated temperature, excessive slobbering)
 - Diarrhea
 - Active ringworm and/or warts
 - Identifiable external parasites
- Evidence of surgical, conformation or any other unethical alterations will result in the animal and exhibitor being disqualified from competition.
- Animals not meeting these standards are to be removed from the Pavilion immediately upon notification to the exhibitor and/or parents.
- All livestock are subject to inspection by a licensed, accredited veterinarian anytime during the show.

Out of State Cattle

(Open only to members of MI Beef Breed Associations)

All cattle participating in the 2014 Michigan Beef Showcase must have an USDA approved 840 RFID tag. Alphanumeric metal ear tag or official breed registry tattoo are NOT acceptable in place of an RFID tag. In addition, the required state travel papers must be provided prior to unloading cattle. Michigan State Veterinary may be contacted at www.michigan.gov/mdrad or 517-373-1077

2014 Michigan Beef Showcase

Exhibitors are responsible for reading and adhering to the rules.

Entry forms with incorrect, incomplete or illegible information will not be accepted. Entries must be postmarked on or before May 23, 2014.
 Entries after this date are accepted for fee of \$60 / head. Please feel free to reproduce this form if additional copies are needed.

PLEASE TYPE OR PRINT:

Exhibitor Name:		Birth Date (Jr. Exh.)	Phone
Address:		City	State
E-Mail		County	

Registered Cattle (Females, Bulls & Steers): IMPORTANT - Please give complete registration name and registration #
Incorrect information will result in the failure to complete entry process!!

Breed	COMPLETE Registered Name	Sex B/F/S	Registration #	Birth date MO/DA/YR

Crossbred Steers & Market Heifers

Crossbred Market Steers (total # of head)	Market Heifers (total # of head)

No entry fees are required for these contests:

- | | |
|-------------------|---------------------|
| Poster _____ | Team Fitting _____ |
| Photography _____ | Team Sales _____ |
| Speech _____ | Beef Advocacy _____ |

I wish to be stalled next to the following exhibitor/s (last name):

ENTRIES PER HEAD	# HEAD		\$\$ TOTAL
Beef Showcase -- \$40 (Late entries -- \$60)			
Breeding Cattle			
Steers/Market Heifers			
	# Spaces	# Nights	
Camping Space(s) \$20/night per space			
TOTAL FEES:			\$

Exhibitor Signature: _____
Parent or guardian signature (if exhibitor is minor): _____
 Signing this form indicates that the exhibitor has read and will abide by the rules for this event.

Please make checks payable to: MICHIGAN STATE UNIVERSITY
Send entries to: MI Beef Showcase – Dept. of Animal Science, 474 S. Shaw Lane, Rm 1287, East Lansing, MI 48824.