

SOUTHWESTERN EXPOSITION AND LIVESTOCK SHOW

2023 HEIFER SUPERINTENDENT'S BEEF CHALLENGE

Presented by:



INFORMATION SHEET

Friday, January 20, 2023 at 4 p.m.
French Room – W. R. Watt Arena

The **Heifer Superintendent's Beef Challenge** competition will be open to all 2023 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 2023 Show.

Scholarship funds will be provided to the winning students to be used as scholastic assistance and will be paid beginning with the first semester they are enrolled in an accredited degree plan 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, “2023 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 21 at 1 p.m. in the W. R. 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 **4 p.m.** Contestants must report to the French Room – W. R. Watt Arena at 3:30 p.m. for check-in.
- Only contestants entered in the Beef Challenge competition will be allowed in the French Room – W. R. Watt Arena. Spectators will not be allowed in the contest area.
- Contestants **must** present valid **photo identification** at check-in prior to being admitted into 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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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://animalscience.tamu.edu/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://animalscience.tamu.edu/animalscience/wp-content/uploads/sites/14/2012/04/Five-Freedoms-Long-vers.pdf>

Marketing

Beef – Good and Good for You

https://animalscience.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

https://animalscience.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://animalscience.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>



HEIFER SUPERINTENDENT'S BEEF CHALLENGE 2023 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

Presented by:



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, Mailing Address, Cell Phone Number, City, Zip, Contestant's E-Mail Address

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

2023 Junior Breeding Beef Heifer Show Entry Information:

Breed of Heifer, Heifer's Date of Birth

APPLICANT MUST HAVE AN ENTRY IN THE 2023 JUNIOR BREEDING BEEF HEIFER SHOW AT THE FORT WORTH STOCK SHOW AND BE A SENIOR IN HIGH SCHOOL.

The undersigned Contestant and Parent/Guardian ("we/us") hereby make application to enter the Heifer Superintendent's Beef Challenge ("Beef Challenge"), subject to the General Rules and Regulations ("Rules") of the Southwestern Exposition and Livestock Show ("Exposition") fwssr.com, all of which we have read. We agree to the Rules, including without limitation the provisions relating to the RELEASES AND LIMITATIONS OF LIABILITY of Exposition and the other Released Parties (defined in Rules), the unethical fitting of livestock, the merchantability of livestock, the substance abuse policy and country of origin requirement, Quality Counts verification requirements and Exposition's right to terminate the Beef Challenge, in whole or in part, at any time and for any reason with no liability whatsoever to us. Specifically, we hereby release all Released Parties from any claim or loss in accordance with the terms and provisions of the Rules. We acknowledge that this application and the Rules together form a legally binding contract to which we are bound. The undersigned Parent/Guardian represents and warrants that s/he is the parent/legal guardian of Contestant and has the full power, authority, capacity and right to execute and deliver this application on behalf of Contestant and to perform in accordance with the Rules. ALL SIGNATURES ARE REQUIRED AT TIME OF ENTRY.

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

certify that contestant has exhibited Junior Breeding Beef Heifers for a minimum of two (2) years, including the 2023 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.