Southwestern Exposition and Livestock Show

2016 HEIFER SUPERINTENDENT'S BEEF CHALLENGE INFORMATION SHEET

Friday, January 22, 2016 – 7:00 p.m. – French Room – Watt Arena

The Heifer Superintendent's Beef Challenge competition will be open to all 2016 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 2016 Show.

A minimum of $50,000 in scholarships will be available. These 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 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 competitions.

Educational Information Challenge - consists of 50 questions based on twelve Extension Publications relative to Marketing, Genetics and Selection, Health, Nutrition, Pasture–Range–Forage and Reproduction and Calving. The educational information for the Beef Challenge can be referenced at the following website: http://www.fwssr.com/?page_id=1006. 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 23 at 1:30 p.m. in the Watt Arena – during the Junior 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 7:00 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.

Heifer Superintendent's Beef Challenge Application