

# M BEEF

APRIL 6 - 8, 2018

PAVILION FOR AGRICULTURE & LIVESTOCK  
EDUCATION MICHIGAN STATE UNIVERSITY, EAST  
LANSING  
IN CONJUNCTION WITH THE MICHIGAN BEEF EXPO

## Michigan Beef Expo Educational Focus

### Expo Youth Contests

All Junior Exhibitors, 4-H and FFA members, ages 8 to 21 are invited to participate. Any youth who has participated in any post-secondary university, college, junior college, or technical school) competitive event of a similar nature is ineligible to compete in this contest. Age is determined as of 1/1/2018.

Sponsored by:



#### JUNIOR DIVISION: 8-12 YEARS OF AGE

#### SENIOR DIVISION: 13-21 YEARS OF AGE

##### ESSAY CONTEST

Junior division entries must be a minimum of 250 words. Senior division entries must be a minimum of 500 words. Evaluation will be based on (1) originality and creativity, (2) neatness, legibility (typed copy is preferred), grammar and spelling, (3) completeness of the discussion of the topic, (4) accuracy of information, and (5) thoroughness. Include cover page with exhibitor name, division, and resources used. **Senior Topic:** "Grass fed vs grain fed beef, support your stance on which is more sustainable" **Junior Topic:** "How do you select your show animals?" **Entries in this category must be submitted by Friday, March 30, 2018. Essay entries will not be accepted on site.**

##### PHOTOGRAPHY CONTEST

Contestants should submit one entry no smaller than 3" x 5" and no larger than 8" x 10". All entries must be matted, framed, or mounted. The photograph should include cattle. Entries will be judged on quality of photograph, originality of shot/pose, and overall audience appeal. The photograph must be the work of the youth participant. Please include your name and division on the back of the entry.

##### GRAPHIC DESIGN CONTEST

Create a promotional flier or brochure (8 1/2" x 11") about designated topic. This piece must be original work. The entries will be judged on the following areas: originality, message, attracts attention, use of space and design. Please include your name and division on the project (front or back). Winner's artwork may be used in 2018 promotions. **Senior Topic:** Processing of Neonatal Calves **Junior Topic:** Research a beef cattle breed of your choosing and create an informational graphic design piece about the breed.

##### STOCKMAN'S CONTEST — SATURDAY, APRIL 7, 2018

This contest will include a quiz that will test the participants general knowledge and beef industry. The quiz will be available Saturday, April 7th from 10am - 4pm.

##### SALESMANSHIP CONTEST — SATURDAY, APRIL 7, 2018

This contest resembles a sales opportunity, where contestants will sell a heifer, bull, or genetic lot to a buyer (judges). This contest evaluates a sales talk given to potential buyers. All contestants must own the lot they are using for the contest. Contestants should first describe the sales situation to the judges, then present the strengths and weaknesses of the animal (should include interaction with the buyers) and be prepared to answer questions from the buyers. Contestants will be judged on their knowledge of the animal, organization, style and ability to relate important information, poise and delivery, and overall effectiveness in convincing the judges to buy their animal. Visual aids may be used in the assistance of selling the animal. **Senior:** 5 to 7 minutes in length **Junior:** 3 to 5 minutes in length. Salesmanship will begin at 4:00 pm on Saturday, April 7th.

Mailed entries should be postmarked by Friday, March 30 to Katy Kesler 1520 Mt Vernon Ave, East Lansing, MI 48823 or submit on site starting at 12:00 pm on Friday, April 6th until 4:00 pm on Saturday, April 7th in the classrooms at the MSU Pavilion. Winners will be announced at 6:00pm in the educational classrooms. Questions and emailed entries should be directed to Katy Kesler: keslerka@msu.edu • 616.916.5076 or  
Carla McLachlan: mclachl2@msu.edu

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## 2018 MSU Block and Bridle Livestock Judging Contest

In conjunction with Michigan Beef Expo

**FRIDAY, April 6<sup>th</sup> 3:00 PM**

**Registration at 2:00 PM**



<b>SENIOR (13 &amp; up)</b>	<b>JUNIOR (12 &amp; under)</b>
2 sets of Reasons	1 set of Reasons
1 Questions class	2 Questions class

**ENTRY FEE:** \$20 per person    **ENTRIES** postmarked by March 23<sup>rd</sup>  
**LATE ENTRY FEE:** \$30 per person; accepted on day of contest

**For rules and registration visit the MCA Beef Expo website:** [www.micattlemen.org/michiganbeefexpo.aspx](http://www.micattlemen.org/michiganbeefexpo.aspx)  
If you have questions or concerns contact Brad Chapman (chap286@msu.edu) or Abbie Walkowe (walkowe@msu.edu).