2026-2027 Extra Mile Contests & Activities

MI CATTLEMEN SHOWCASE SERIES Show Volunteer

MI CATTLEMEN SHOWCASE SERIES exhibitors will have the opportunity to earn education contest points by volunteering at a MI CATTLEMEN SHOWCASE SERIES sanctioned show. This will give them the opportunity to learn how a show is organized and conducted.

To meet the requirements to earn points the youth will have to do the following:

1. The youth must volunteer for the show committee for at least 3 hours.

2. The youth must have talked with the show chair and made prior arrangements.

3. Youth can assist in any function that the show chair decides is needed. Example – show check-in, show ring help, clerking, make-up ring, (younger exhibitors pass out awards, runners, etc)

4. The show chair must submit a list of volunteers names to info@micattlemen.org within 30 days of the show.

5. Exhibitors are only allowed to use the Show volunteer option for up to 2 educational contests points

6. Each show volunteer will receive 10 points (up to 20 points)

Selfies with Sponsors

We want the MI CATTLEMEN SHOWCASE SERIES exhibitors to take selfies with as many sponsors as they can. While taking the photo please make sure to thank the sponsor for their support of the MI CATTLEMEN SHOWCASE SERIES program. Share with the sponsors what is your favorite part of the MI CATTLEMEN SHOWCASE SERIES program and how much fun it is!

1. The MI CATTLEMEN SHOWCASE SERIES exhibitor must to be in the photo with the sponsor. The photo needs to be taken at a show.

2. The photo then needs to be posted on the MI CATTLEMEN SHOWCASE SERIES Facebook page. The photos must be posted between the start of the first sanction show and before the final drive of the last sanctioned show.

3. The sponsor must be tagged in the photo.

4. To receive 5 educational points the exhibitor needs to post 3 photos minimum.

5. To receive 10 educational points be the exhibitor with the most selfies.

BQA Certification – Online or In-Person

Beef Quality Assurance is a program designed for beef cattle producers. This is a program offered through the National Cattleman's Association. MI CATTLEMEN SHOWCASE SERIES exhibitors can go online or in-person and complete the certification. Once the MI CATTLEMEN SHOWCASE SERIES exhibitor received their certificate, they can forward a copy of the certificate to info@micattlemen.org. This must be completed and sent before the last sanctioned show.

This Extra Mile activity is worth 10 pts.

2026-2027 Essay Contest –

The essay contest encourages exhibitors to develop their knowledge of the cattle industry while strengthening their writing, communication, and critical-thinking skills.

- Beginner 8-11 years old - The Path of a Burger: Explain the life cycle of a beef animal from a pasture to a consumer's plate (steak, pot roast, any cut of beef can be featured
- Junior 12-14 years old - The Rumen Superpower: Explain how the beef cattle ruminant digestive system can convert low-quality forages into high-quality protein
- Intermediate 15-17 years old - EPD's in Action: Explain how commercial and/or seedstock cattlemen can use expected progeny differences to help select cattle for their herd goals
- Senior 18-21 years old - Beef Market Volatility: Explain how global trade agreements and feed costs impact profitability for beef cattle producers

Due: May 1st, 2027

1. Participants must be enrolled in the MI Cattlemen Showcase Series to receive Extra Mile points.
2. Exhibitors will compete within their designated MI Cattlemen Showcase Series age division.

3. Essays must reflect the exhibitor's own original thoughts, ideas, research, and writing.
4. Each exhibitor may submit one essay for Extra Mile points during the 2026–2027 program year.
5. Essays must meet the following requirements:
    - Beginner 8-11 years old 300 word min - 500 word max
    - Junior 12-14 years old 400 word min - 600 word max
    - Intermediate 15-17 years old 500 word min - 700 word max
    - Senior 18-21 years old 600 word min - 800 word max
    - Typed
    - 12-point font
    - Standard, readable font such as Times New Roman, Arial, or Calibri
    - Double-spaced
    - Exhibitor's name, age, and age division included on the first page
6. Essays must be submitted as a PDF or Word document and emailed to info@micattlemen.org by **May 1st, 2027.** The email subject line should read: "Showcase Series Essay Contest – Exhibitor Name."
7. Essays will be evaluated based on:
    - Content and knowledge of the topic
    - Organization and clarity
    - Creativity and originality
    - Grammar and spelling
    - Overall impact and communication
8. The purpose of the contest is to showcase the exhibitor's own knowledge, ideas, and writing abilities. Plagiarism or submission of an essay generated by artificial intelligence is not permitted and may result in disqualification.
9. Essays will be judged by MI Cattlemen Showcase Series age division. Extra Mile points will be awarded as follows:

- 1st Place: 20 points
- 2nd Place: 15 points

- 3rd Place: 10 points
- All Other Qualifying Entries: 5 participation points
- Bonus points may be awarded at judge's discretion

By submitting an essay, exhibitors grant the Michigan Cattlemen's Association permission to publish or share their essay and name for educational and promotional purposes.

MI CATTLEMEN SHOWCASE SERIES Sponsorships –

To earn points for this activity we are asking MI CATTLEMEN SHOWCASE SERIES exhibitors to help with getting NEW sponsors. We are so grateful for our current sponsors and couldn't have this program without them, but we are always looking for new sponsors to help make MI CATTLEMEN SHOWCASE SERIES better!

For this we are asking MI CATTLEMEN SHOWCASE SERIES exhibitors to contact NEW sponsors. All the sponsorship information is located on the website. There are three levels points for this Extra Mile activity – Sponsorship information due **November 10, 2026**

1. MI CATTLEMEN SHOWCASE SERIES exhibitors getting $1600 or more in sponsorships will receive 20 pts.

2. MI CATTLEMEN SHOWCASE SERIES exhibitors getting $600 - $1599 in sponsorships will receive 15 pts.

3. MI CATTLEMEN SHOWCASE SERIES exhibitors getting $100 - $599 in sponsorships will receive 10 pts.

Silent Auction Donation Item –

MI CATTLEMEN SHOWCASE SERIES will be hosting a Silent Auction at the 2026 Michigan Beef Expo February 26-28, 2027 at the Farm Bureau Pavilion on Michigan States Campus. This is to showcase the MANY talents of the MI CATTLEMEN SHOWCASE SERIES exhibitors outside of the showring. Participation in the auction will count toward one of the exhibitors' educational points.

1. The items will be donated to the MI CATTLEMEN SHOWCASE SERIES silent auction by the MI CATTLEMEN SHOWCASE SERIES exhibitor.

2. The proceeds from the auction will go toward the MI CATTLEMEN SHOWCASE SERIES Scholarship fund.

3. The Silent auction will be held from Friday February 26th at 4 pm through Saturday February 27th at 6pm.

4. All items must be picked up from the show.

5. To enter an item for the auction. Simply send an email to info@micattlemen.org letting us know who is entering the item and what the item is by **February 10th**. Items must be at the pavilion and turned into the show office by Friday February 26th at 2pm. Items may be submitted ahead of time to the Michigan Cattlemen's Association.

6. Everyone is welcome to bid on the items.

Auction Item donations will receive 5 or 10 points based on the overall value and effort at the discretion of the committee.

Donation Examples –

Services – Fitting/Clipping Service, Photography, Design, etc.

Items - feed, supplements, shoes, boots, adhesives, paints, combs, ect.

Items Made – Baked items, Woodworking, metal crafts, etc

MI Beef Expo Photography Contest -

The MI Beef Expo photography contest encourages exhibitors to use photography to creatively showcase Michigan's cattle and agriculture industries.

1. The photograph must be taken by the exhibitor submitting the entry.
2. Photographs must feature a cattle or be agriculture related.
3. Each exhibitor may submit one photograph.
4. Entries must be emailed to info@micattlemen.org by **February 1st, 2027.**
5. The submission should include:
    - Exhibitor's first and last name
    - MI Cattlemen Showcase Series age division
    - Photograph

- Brief title or description of the photograph
- The email subject line should read: “Showcase Series Expo Photograph – Exhibitor Name.”

6. By submitting an entry, the exhibitor grants permission for the photograph to be used by the MI Cattlemen Showcase Series and affiliated organizations for calendar, promotional, educational, print, website, and social media purposes.

Photo submissions will be judged by MI Cattlemen Showcase Series age divisions. Contest placings will be recognized and awarded at the Michigan Beef Expo.

Extra Mile points will be awarded as follows:

- 1st Place: 20 points
- 2nd Place: 15 points
- 3rd Place: 10 points
- All Other Qualifying Entries: 5 participation points

MI Beef Expo Graphic Design Contest -

The MI Beef Expo graphic design contest gives exhibitors an opportunity to develop skills in graphic design, marketing, and agricultural communications. Entries will be evaluated based on creativity, visual appeal, readability, accuracy of event information, and overall effectiveness as an agricultural marketing piece.

Topic – Michigan Beef Expo Live Cattle Sale Flyer.

Information to provide: Sale Day February 27th at 10am. Sale Order: Angus, Shorthorn, All Other Registered Breeds, Hereford, Chianina & Maine Anjou, Simmental

1. The graphic must be designed by the exhibitor submitting the entry. The overall design and layout must be the exhibitor's own work. Copyrighted images, logos, graphics, or other materials may not be used unless they are provided for the contest or the exhibitor has permission to use them.
2. NO ARTIFICIAL INTELIGENCE MAY BE USED.
3. The design must clearly include the design information provided.
4. Each exhibitor may submit one graphic design.

5. Entries must be emailed to info@micattlemen.org by **February 1st, 2027**
6. The submission should include:
    - Exhibitor's first and last name
    - MI Cattlemen Showcase Series age division
    - Graphic Design
    - The email subject line should read: “Showcase Series Expo Graphic Design – Exhibitor Name.”
7. By submitting an entry, the exhibitor grants permission for the design to be used or adapted for promotional purposes related to the contest.

Graphic Design submissions will be judged by MI Cattlemen Showcase Series age divisions. Contest placings will be recognized and awarded at the Michigan Beef Expo.

Extra Mile points will be awarded as follows:

- 1st Place: 20 points
- 2nd Place: 15 points
- 3rd Place: 10 points
- All Other Qualifying Entries: 5 participation points

MI Beef Expo Skill-A-Thon -

The MI Beef Expo Skill-A-Thon contest is designed to test exhibitors' knowledge of the beef industry while providing a fun, hands-on educational experience. The Skill-A-Thon may include questions and activities covering topics such as beef cattle breeds, animal identification, nutrition, health, equipment, meat science, quality assurance, livestock judging, and general beef industry knowledge. Sign up will take place at the Michigan Beef Expo.

1. All Beef Expo exhibitors are welcome to participate in the Skill-A-Thon, but must be enrolled in the MI Cattlemen Showcase Series to receive Extra Mile points.
2. Exhibitors will compete within their designated MI Cattlemen Showcase Series age division.

3. The Skill-A-Thon must be completed individually. Participants may not receive assistance from parents, other exhibitors, coaches, or spectators while completing the contest.
4. All materials and supplies needed to complete the Skill-A-Thon will be provided unless otherwise announced before the contest.
5. Each participant's completed contest will be scored according to the official answer key and/or scoring criteria established for the contest. In the event of a tie, predetermined tie-breaking questions or criteria may be used to determine final placings.
6. Participants must complete the entire quiz within the designated contest period to be eligible for placing and Extra Mile points.
7. Contest placings will be recognized and awarded at the Michigan Beef Expo. Extra Mile points will be awarded as follows:
    - 1st Place: 20 points
    - 2nd Place: 15 points
    - 3rd Place: 10 points
    - All Other Qualifying Participants: 5 participation points

MI Beef Expo Team Fitting Contest -

The MI Beef Expo team fitting contest provides exhibitors with an opportunity to demonstrate their cattle fitting, teamwork, communication, and show preparation skills in a hands-on competition. Sign up will take place at the Michigan Beef Expo.

1. All Beef Expo exhibitors are welcome to participate in the fitting contest, but must be enrolled in the MI Cattlemen Showcase Series to receive Extra Mile points. Participation in the team fitting contest does not constitute early stalling.
2. Each team must consist of three (3) youth exhibitors. Exhibitors are encouraged to form their own teams prior to the contest. If an exhibitor does not have a complete team, the contest chair will make every effort to help place the exhibitor on a team. Teams must compete within the designated age divisions per the MI Cattlemen Showcase Series Rules.
3. Each team will be responsible for providing an animal to use during the contest.

4. Teams are responsible for providing their own fitting equipment and supplies unless otherwise announced prior to the contest.
5. Teams will be given a designated amount of time to fit and prepare their animal. All fitting must stop when time is called.
6. All fitting and preparation during the contest must be completed by the youth members of the team. Parents, fitters, coaches, or other individuals may not assist once the contest begins.
7. Teams may be evaluated on:
    - Proper use of fitting techniques
    - Overall appearance and presentation of the animal
    - Teamwork and participation of all team members
    - Proper and safe use of equipment
    - Knowledge of fitting and show preparation
    - Cleanliness and organization of the work area
8. Participants are expected to demonstrate good sportsmanship and follow safe livestock handling and fitting practices throughout the contest. Unsafe conduct or inappropriate treatment of an animal may result in disqualification.
9. Teams will be ranked within their designated contest division. Contest placings will be recognized and awarded at the Michigan Beef Expo. Each eligible team member will receive Extra Mile points based on the team's final placing:

- 1st Place Team: 20 points per team member
- 2nd Place Team: 15 points per team member
- 3rd Place Team: 10 points per team member
- All Other Qualifying Teams: 5 participation points per team member

MI Beef Expo Livestock Judging Contest -

The MI Beef Expo livestock judging contest gives exhibitors the opportunity to develop their livestock evaluation, decision-making, and critical-thinking skills by evaluating and placing

classes of livestock. Sign up will take place ahead of the Michigan Beef Expo and during the Michigan Beef Expo through the MSU Block & Bridle Club.

1. All Beef Expo exhibitors are welcome to participate in the judging contest, must be enrolled in the MI Cattlemen Showcase Series to receive Extra Mile points.
2. Exhibitors will compete within their designated MI Cattlemen Showcase Series age division.
3. Each exhibitor must complete their own judging card and make their own placing decisions. Participants may not receive assistance from parents, coaches, other exhibitors, or spectators during the contest.
4. Participants will evaluate and place the livestock classes provided as part of the official Michigan Beef Expo Livestock Judging Contest. Classes and species may vary from year to year.
5. Participants are responsible for properly completing and submitting their judging cards according to contest instructions. Once a judging card has been submitted, answers may not be changed.
6. Classes will be scored using the official placings and cuts established by the contest officials. The contest committee may establish predetermined tie-breaking procedures to determine final individual placings when necessary.
7. Participants must follow all instructions provided by contest officials and demonstrate appropriate conduct and sportsmanship throughout the contest.
8. Participants must complete and submit all required portions of the contest within the designated contest period to be eligible for placing and Extra Mile points.
9. Livestock Judging Contest participants will be ranked by MI Cattlemen Showcase Series age divisions. Extra Mile points will be determined by individual placings only.

Extra Mile points will be awarded as follows:

- 1st Place Individual: 20 points
- 2nd Place Individual: 15 points
- 3rd Place Individual: 10 points
- All Other Qualifying Participants: 5 participation points

May is Beef Month Graphic Design Contest -

The May is Beef Month graphic design contest gives exhibitors an opportunity to develop skills in graphic design, marketing, and agricultural communications. Entries will be evaluated based on creativity, visual appeal, readability, accuracy of event information, and overall effectiveness as an agricultural marketing piece.

Beginner & Junior 8-14 year – Did you know beef fact

Intermediate & Senior 15-21 year – Budget Friendly Beef Recipe

1. The graphic must be designed by the exhibitor submitting the entry. The overall design and layout must be the exhibitor's own work. Copyrighted images, logos, graphics, or other materials may not be used unless they are provided for the contest or the exhibitor has permission to use them. NO ARTIFICIAL INTELIGENCE MAY BE USED.
2. The design must clearly include the design information provided.
3. Each exhibitor may submit one graphic design.
4. Entries must be emailed to info@micattlemen.org by **April 1st, 2027**
5. The submission should include:
    - Exhibitor's first and last name
    - MI Cattlemen Showcase Series age division
    - Graphic Design
    - The email subject line should read: “Showcase Series May is Beef Month – Exhibitor Name.”

By submitting an entry, the exhibitor grants permission for the design to be used or adapted for promotional purposes.

Graphic Design submissions will be judged by MI Cattlemen Showcase Series age divisions.

Extra Mile points will be awarded as follows:

- 1st Place: 20 points
- 2nd Place: 15 points
- 3rd Place: 10 points

All Other Qualifying Entries: 5 participation points

Michigan Beef Industry Commission Beef Ambassador –

MI Cattlemen Showcase Series exhibitors have the opportunity to earn Extra Mile educational points through participation in the Michigan Beef Industry Commission Beef Ambassador program. This opportunity encourages youth to expand their knowledge of the beef industry while developing leadership, communication, and advocacy skills.

1. Participants must be enrolled as a 2026-2027 Beef Ambassador and in the MI Cattlemen Showcase Series to receive Extra Mile points.
2. Exhibitors must participate in the Michigan Beef Industry Commission Beef Ambassador program and follow all eligibility requirements, application procedures, deadlines, and rules established by the Michigan Beef Industry Commission.
3. Exhibitors are responsible for completing and submitting all required Beef Ambassador application materials by the deadline established by the Michigan Beef Industry Commission.
4. Exhibitors must complete all required portions of the Beef Ambassador selection process to be eligible for Extra Mile points.
5. Participation must be verified by the Michigan Beef Industry Commission before Extra Mile points are awarded.
6. Points will be awarded based on the exhibitor's participation and final results in the Michigan Beef Industry Commission Beef Ambassador program.

All participants must meet both the Michigan Beef Industry Commission Beef Ambassador requirements and MI Cattlemen Showcase Series Extra Mile requirements to be eligible to receive points.

For complete Beef Ambassador eligibility requirements, deadlines, application information, and program expectations, exhibitors should refer to the current Michigan Beef Industry Commission Beef Ambassador program information.

Video Contest

The MI Cattlemen Showcase Series Video Contest encourages exhibitors to share their personal connection to the beef industry while developing their communication, creativity, and storytelling skills.

Topic - “Why is the beef industry important to me?”

Videos may highlight an exhibitor’s experiences with cattle, family operation, showing livestock, involvement in the beef industry, future goals, or another personal connection that demonstrates why the beef industry is meaningful to them.

Video Requirements

- Videos must be 30–60 seconds in length.
- The exhibitor should be featured in and/or provide the narration for the video.
- Videos should reflect the exhibitor’s own ideas, experiences, and creativity.
- Videos may be recorded using a phone, camera, or other recording device.
- Basic editing, music, text, photos, and graphics may be incorporated into the video.
- Content must be appropriate for use by the MI Cattlemen Showcase Series and Michigan Cattlemen’s Association.

1. Each exhibitor may submit one video for Extra Mile points during the 2026–2027 program year.
2. Videos must be the exhibitor’s own original work and should communicate their personal connection to the beef industry.
3. Videos must be between 30 and 60 seconds in length.
4. Videos must be submitted via email to info@micattlemen.org by **May 1, 2027**. The email subject line should read: Showcase Series Video Contest – Exhibitor Name

   If the video file is too large to attach directly to an email, a shareable link to the video may be included.
5. Videos will be reviewed based on overall quality, effort, creativity, communication, and connection to the contest theme.

6. Videos to receive 5 or 10 points based on the overall value and effort at the discretion of the committee.

By submitting an entry, the exhibitor grants the Michigan Cattlemen's Association permission to use, publish, share, edit, or adapt the submitted video for promotional, educational, social media, and other purposes related to the contest and MI Cattlemen Showcase Series.

Additional Sanctioned Show Educational Contest Opportunities -

MI Cattlemen Showcase Series sanctioned shows may apply to host an Extra Mile educational contest in conjunction with their show. Show managers must submit the Educational Contest Host Form at least 60 days prior to the event for approval.

Extra Mile Contest Host Agreement Form is open on Showman

Approved educational contests will be announced and promoted to MI Cattlemen Showcase Series exhibitors at least 45 days prior to the event. Please check the MI Cattlemen Showcase Series website and social media pages regularly for announcements about new contests and Extra Mile opportunities.

Educational events held in conjunction with sanctioned shows will be managed by the respective show managers and committees. Registration details, deadlines, and participation instructions for these events will be provided as they become available.

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