EXHIBITOR HANDBOOK

October 17–20, 2019

Featured Breed: Hereford

Minnesota State Fairgrounds
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**ADVERTISING RATES**

Advertising Rates for Minnesota Beef Expo Sale Catalog
More than 3,500 catalogs circulated each year

- Inside front cover, four color, 7.25” x 10.5” .......................................................... $600
- Two page spread, center, four color ........................................................................ $$1,000
- Full page, four color, 7.25” x 10.5” ........................................................................ $600
- 1/2 page, four color, 7.25” x 5.25” .......................................................................... $300
- 1/4 page, four color, 3.5” x 5.25” ........................................................................... $200
- Business card (1/8 page), four color, 3.5” x 2.5” ...................................................... $100

**ADVERTISING DEADLINES**

Camera Ready Copy ........................................................................ Sept. 4
- JPG or PDF; 300 dpi and saved for maximum quality settings

All Others ................................................................................ Sept. 11
- Preferred formats are PDF JPG, TIFF or EPS (with TIFF preview)
- 300 dpi and saved for maximum quality settings

**MAIL TO:**

Eberspacher Enterprises Inc., Val & Lori Eberspacher • 2904 Co. Rd. 6, Marshall, MN 56258
Telephone: 507-532-6694 • Fax: 507-532-9457 • Electronic Copy: Sales@Ebersale.com
THURSDAY, OCT. 17, 2019
6 a.m. Barn opens for stalling
8 a.m. - noon Trade Show set-up
8 a.m. - 6 p.m. Junior Show and Showmanship check-in: Show Office
10 a.m. Sullivan Supply Fitting Contest registration closes
11 - 11:30 a.m. Knowledge Bowl check-in: Warner Coliseum
11:30 a.m. Knowledge Bowl: Warner Coliseum
Noon Trade Show opens
Noon - 2 p.m. Sullivan Supply Stock Show University Seminar: Show Ring, Warner Coliseum

This well-attended event will be led by some of the best fitters in the Midwest and their No. 1 priority is helping you be more confident in your skills. The seminar isn’t over until every question is answered.
2:30 - 4:30 p.m. Sullivan Supply Fitting Contest
4 - 7:30 p.m. MYBEP Symposium Beef Industry Ideas & Insights Symposium: CHS Miracle of Birth Center

Please join us for this incredible opportunity geared toward helping youth explore the beef industry in a fun and rewarding atmosphere filled with elite cattle people! This event was initially designed to bring together youth who submitted a MYBEP application, but did not win a heifer; MYBEP staff is proud to expand this incredible experience by inviting anyone who is interested in beefing up their industry knowledge, while enjoying the company of amazing people. Adults and kids are welcome to attend this memorable night. Note: Points can be earned for the Premier Exhibitor Award. Sponsored by Compeer Financial.
8 p.m. Barn closes for the night for stalling *(Online registration closes for showmanship.)*

All cattle arriving after this time MUST REMAIN ON TRAILERS. TIE-OUTS OR STALLS CANNOT BE TAKEN. Stalls will be assigned when the show office opens again at 6 a.m. Friday morning.

FRIDAY, OCT. 18, 2019
6 a.m. Barns open for stalling
8 - 9 a.m. Judging Contest registration Warner Coliseum Concourse
8 - 11 a.m. Junior Show & Showmanship check-in
8 a.m. - noon Sale cattle check-in & weigh-in: Christensen Pavilion East Ring
9:15 - 11:30 a.m. Judging Contest: Warner Coliseum
10 a.m. Trade show opens
10 a.m. Sale and Junior Cattle must be in place and checked in by Expo staff
1 - 3 p.m. Junior Show Prospect & Market weigh-in *(location to be announced)*
1:30 p.m. MYBEP Interviews: Warner Coliseum
2:30 p.m. Judging Contest Awards: Warner Coliseum
3 p.m. MYBEP Showmanship: Warner Coliseum
4 p.m. Junior Showmanship Competition: Warner Coliseum

Showmanship has traditionally been, and will continue to be, a “no fit” show. Exhibitors will be judged strictly on their showmanship skills, with no emphasis being placed on fitting skills; exhibitors do have the option of fitting their animal for the sole purpose of personal practice.
4 p.m. Grab & Go Burger Dinner: Warner Coliseum Concourse

SUNDAY, OCT. 20, 2019
8 a.m. Show Order Breeding Heifer Show: Warner Coliseum

Ring 1: Judge - Amanda Schnoor, San Mateo, Calif.
Prospect Steers (breed steers followed by crossbred steers)
Ring 2: Judge, Jack Ward, Kansas City, MO.
Market Beef followed by Prospect Heifers
*Prospect Calf Championship (both judges)*

5 p.m. Grab & Go Dinner: Warner Coliseum Concourse

SATURDAY, OCT. 19, 2019
7:30 a.m. Sale Cattle Show: Warner Coliseum
8 - 11:30 a.m. 2019 MN Beef Ambassador Team Competition: CHS Miracle of Birth Center
9 a.m. Trade Show opens: Warner Coliseum
11 a.m. - 1:30 p.m. All sales will run concurrently in Warner Coliseum
2 p.m. Supreme Row Social! Warner Coliseum Concourse
3 p.m. Market Beef and Prospect Show: Warner Coliseum

Ring 1: Judge-Amanda Schnoor, San Mateo, Calif.
Prospect Steers (breed steers followed by crossbred steers)
Ring 2: Judge, Jack Ward, Kansas City, MO.
Market Beef followed by Prospect Heifers
*Prospect Calf Championship (both judges)*

5 p.m. Grab & Go Dinner: Warner Coliseum Concourse

**Sponsored by Minnesota Hereford Breeders**

RESERVE YOUR ROOM TODAY!
$102 Exclusive Rate with $8 going back to the Beef Expo until Sept. 23, 2019 OR UNTIL BLOCK IS FILLED

**MINNESOTA BEEF EXPO SCHEDULE OF EVENTS**

mnbeefexpo.com

Call 651-636-4567 or 800-333-3333
Radisson Hotel Roseville
2540 North Cleveland Ave. • Roseville, MN 55113

*Please note, the Radisson Hotel Roseville’s name has changed to the Doubletree by Hilton Roseville. If you have made a reservation already, everything is still the same. You can still reach the hotel with this same contact information.*
As a reminder, we have some major schedule & policy changes this year. Please keep these changes in mind as you plan for the 2019 show.

**BEEF EXPO SCHEDULE CHANGES**

- The barns will open for stalling on Thursday, October 17 at 6 am.
- The Sullivan Supply Stock Show University Fitting Contest will be held after the Seminar on Thursday, Oct. 17. The Contest will begin at 2:30 p.m.
- The Sale Show will begin at 7:30 a.m. and the Supreme Row Sale will begin at 11 a.m.
- There will be a Supreme Row Social at 2 p.m. Saturday, Oct. 19 with the Supreme Row Selection beginning at 2:30 p.m. At this time the Minnesota Beef Ambassadors will be recognized, the 2019 MYBEP heifers awarded and the 2018 MYBEP Achievement Award recipient announced. The Supreme Row Winners will be named.
- The Market and Prospect Shows will both be held on Saturday, Oct. 19 beginning at 4 p.m.

**JUNIOR ACTIVITIES AGE REQUIREMENT**

- Youth may exhibit animals or participate in Junior Activities provided that they are in at least second grade and have not reached their 22nd birthday on opening day of the Minnesota Beef Expo.

**JUNIOR SHOW REGISTRATION**

- **NEW!** Showmanship must be preregistered online by 8 p.m. Thursday, Oct. 17.
- **NEW!** If an animal gets away from an exhibitor three times during a competition, the exhibitor and animal will be excused from the show ring.
- **All animals must be pre-registered online by 11:59 p.m. Sunday, Oct. 13 prior to the event.** NO ENTRIES WILL BE ACCEPTED AT THE SHOW with the exception of animals purchased at the sale on Saturday; animals bought at the sale can be shown in the Junior Show on Sunday provided they sign-up after the sale. All other entries must go through our online registration system. There will be no refunds for no-shows. If you do not have access to the internet, please contact our office for assistance.

**JUNIOR SHOW STALLING**

- Animals will be allowed in the barn 6 a.m. - 8 p.m. Thursday, Oct. 17, and must be in place on Friday, Oct. 18 by 10 a.m.
- Exhibitors must check-in at the Junior Show office prior to unloading to receive their stalling assignments.
- Barns will be open for stalling beginning at 6 a.m. until 8 p.m. on Thursday, Oct. 17 and on Friday, Oct. 18 from 6 a.m. until 10 a.m. If you arrive later than 8 p.m. on Thursday, you may not take stalls in the barn or in tie-outs, and your cattle must remain on the trailer until the office opens again for stalling on Friday at 6 a.m.
- All animals will be stalled on a first-come, first-serve basis as they arrive. No stalling requests will be taken prior to 6 a.m. Thursday.

**JUNIOR SHOW CHECK-IN TIMES**

- Junior show check-in will start at 8 a.m. on Thursday, Oct. 17 and run until 6 p.m. Check-in will continue Friday at 8 a.m. until 10 a.m.
- **All animals**, including Prospect Steers, Prospect Heifers and Market Beef, must check-in during junior show check-in. **Prospect Steers, Prospect Heifers and Market Beef will be weighed from 1 p.m. to 3 p.m. on Friday, Oct. 18** but must be checked in at the Junior Show office by Friday at 11 a.m.
- Registrations for showmanship will only be taken through the online registration system and those entries will close at 8 pm on Thursday, Oct. 17. NO ENTRIES WILL BE ACCEPTED AFTER THAT TIME. Exhibitors must confirm their entry with the show office in order to compete. The Showmanship fee is $5.

**OTHER MISCELLANEOUS ITEMS**

- We will be able to take credit card payments at the Junior Show office for any additional fees or payments.
- Please review the animal health requirements for 2019, specifically the animal ID requirements.
- **All parking signs will be enforced. There is no parking on the roads around the barns or Coliseum.** Violators will be ticketed and/or towed. All livestock trailers must be parked in the Canfield Lot D.
- All dogs at the show must be on a leash. This is a Minnesota State Fair facilities requirement.
- Please note, the Radisson Hotel Roseville’s name has changed to the Doubletree by Hillton Roseville. If you have made a reservation already, everything is still the same. You can still reach the hotel with this same contact information.
JUNIOR SHOW RULES & INFORMATION

Early Entry Deadline noon Oct. 11, 2019 at noon | Late Entry Deadline 11:59 p.m. Oct. 13
All animals must be pre-registered online through the link available at mnbeefexpo.com. If you are unable to access the online system, please contact Virginia Mold at 651-288-4440, or 651-643-6476

Early entry fee (animals registered by noon Friday, October 11): $40/head
Late entry fee (animals registered after noon Oct. 11 until 11:59 p.m. on October 13): $60/head
Tie-out fee: $20/head • Showmanship fee: $5/exhibitor • Camper fee: $30/night

Junior Show Check-In Times: *New this year, registrations for Showmanship will only be taken through the online registration system and those entries will close at 8 pm on Thursday, Oct. 17. NO ENTRIES WILL BE ACCEPTED AFTER THAT TIME. Exhibitors must confirm their entry with the show office in order to compete. The Showmanship fee is $5

JUNIOR SHOW RULES & REGULATIONS
Animals must have a legible ear tattoo corresponding to the purebred registration certificate recognized by the breed association to be eligible to show in a purebred division or class. Any animal not meeting this criteria will be moved to an appropriate commercial division or class.

All breeding females must have proof of registration. This will be checked by the show staff at check-in.
HEIFERS OR STEERS ARE ONLY ELIGIBLE TO SHOW IN ONE BREED SHOW & DIVISION.
1. Youth may exhibit animals or participate in Junior Activities provided that they are in at least second grade and have not reached their 22nd birthday on opening day of the Minnesota Beef Expo.

2. Any breed with fewer than five (5) entries may not be offered. Entries will be placed in another appropriate class.

3. All entries must be registered or recorded with their respective breed organization. Animals exhibited must be owned by the exhibitor, jointly by agreement, or by the farm or ranch of the immediate family.

4. Requirements to show in the breeding heifer classes:
   - Angus - must be registered as 100% Angus
   - British White Park - must be registered as American British White Park or British White
   - Charolais - must be registered as 31/32 blood or more
   - Charolais Composite - must be registered at least 50% Charolais
   - Foundation Simmental - must be registered as 1/2, 5/8 or 3/4 Simmental
   - Hereford - must be registered as 100% Hereford
   - Limousin - must be registered as 1/4 or greater according to N.A.L.F. percentages
   - Maine Anjou - must be registered as 1/4 or more
   - Red Angus - must be 1-A registered (100%)
   - Shorthorn - must be registered as 15/16 blood
   - Shorthorn Plus - must be registered as 1/2 blood or greater
   - Simmental - must be registered as 7/8 or more
   - South Devon - must be registered as 1/2 or greater
   - All Other Breeds - Animals that have a registration paper but are not one of the above breeds. Please note there is not an All Other Purebred or All Other Composite division this year. Because of limited numbers, they have been combined.
   - Commercial - Any non-registerable animal
   - Miniature Hereford - must be registered with the American Hereford Association

5. Any eligible junior that violates any of the rules of the Minnesota Beef Expo, or knowingly attempts to misrepresent an animal or its registration, or acts in an unbecoming manner, shall be disqualified for exhibition and no premiums shall be paid. Such action shall be taken as deemed necessary by the Minnesota Beef Expo Executive Board.

6. Exhibitors must follow the International Association of Fairs and Expositions (IAFE) National Code of Show Ring Ethics. By entering, the exhibitor agrees to abide by the IAFE code of ethics. Submission of entry indicates acceptance of all rules, regulations, and releases associated with the event. Photos taken during the Expo by staff or official photographers may be used for promotional reasons.

7. All animals must be exhibited by the junior in whose name the animal has been entered. If an issue comes up where the junior cannot exhibit the animal, it must be exhibited by another junior registered to show at the 2019 Minnesota Beef Expo.

8. All entries must be filed online by 11:59 p.m. on Sunday, Oct. 13 unless purchased at the Minnesota Beef Expo sale. Entries for sale animals must be made at time of settlement. Each exhibitor will be limited to two (2) entries per class.

9. Entry fee of $40 per head must accompany entry, unless animal is consigned for Minnesota Beef Expo sale. Entry fee for animals purchased at the sale by a junior is waived. Bedding is included in all entry fees. There is an additional $20 fee for entries made after noon on Oct. 11. Tie-outs will be made available at $20 per head.

10. Space is not guaranteed for grooming chutes and tack space will be limited. Juniors are encouraged to share grooming chutes and tack areas.

11. Animals may be brought to the Minnesota State Fairgrounds after 6 a.m. Oct. 17 and before 10 a.m. Oct. 18. Cattle must be on the grounds by 10 a.m. on Friday, Oct. 18 - no exceptions. Junior entries will be processed Thursday, October 17 from 10 a.m. to 6 p.m., and from 6 a.m. to 11 a.m. Friday, Oct. 18. There will be no Saturday check-in for any animals.

For information on Junior Show entries or rules, contact Minnesota Beef Expo at 651-643-6476 or e-mail beef.expo@mnstatefair.org.
SHOWMANSHIP COMPETITION

Friday, October 18, 2019 — 4 p.m.
Sponsored by Minnesota Livestock Breeders Association
Minnesota State Fairgrounds, St. Paul, MN, Lee & Rose Warner Coliseum

Showmanship has traditionally been and will continue to be a “no fit show.” Exhibitors will be judged strictly on their showmanship skills, with no emphasis placed on fitting skills; exhibitors do have the option of fitting their animal for the sole purpose of personal practice.

AGE DIVISIONS

Group A:   Grades 4 & under
Group B:   Grades 5 & 6
Group C:   Grades 7 & 8

Group D:   Grades 9 & 10
Group E:   Grades 11 & 12
Group F:    Graduates through age 21

Awards will be given to the top five in each division.

Entry Information: Advanced entry is required. All participants must be registered by 8 pm on Thursday, Oct. 17 through the online system. Check-in for Showmanship will be on Thursday, Oct. 17 from 8 a.m. to 6 p.m. and Friday, Oct. 18 from 8 a.m. to noon. Check-in is required. Entry Fee: $5
1. **Health regulations.** All animals will be inspected by the official veterinarian the opening day of the exhibition and daily during the exhibition. The official veterinarian will order the immediate removal to a quarantine facility or removal from the exhibition premises of any animal showing clinical signs of any infectious, contagious or communicable disease, including ringworm and warts.

   A. Any animal showing evidence of any disease, abscesses, or any open contagious lesions will not be allowed to exhibit or show and will be subject to isolation or expulsion at the discretion of the official veterinarian.

   1. **Suspected illness.** If illness of any nature is suspected in any animal, the animal is subject to examination by the official veterinarian and owner or exhibitor of the animal must abide by the decision of the official veterinarian.

   2. **Infectious, contagious or communicable disease.** Animals known by the exhibitor to have an infectious, contagious or communicable disease, or to have been exposed to an infectious, contagious or communicable disease, or know to originate from a quarantined flock or herd may not be entered in exhibition.

   3. **Animals with warts or ringworm may not be shown.** A statement from a veterinarian that an animal is being treated for these diseases will not be accepted.

B. **Certificate of Veterinary Inspection (CVI).**

   1. **Cattle from Minnesota.** Not required.

   2. **Cattle from outside Minnesota.** Required. CVI is valid for 30 days from the date the animals were inspected by an accredited veterinarian.

      a. Must list the Minnesota State Fair as consignee and will be accepted if examination and an import permit number is documented on the CVI. Cattle documented on an electronically issued CVI that is available to the Board in the original electronic format within 24 hours of issuance and complies with the Minnesota Administrative Rule 1721.0040 do not require an import permit.

      b. Must meet the Minnesota Importation requirements. See bah.state.mn.us/imports/, or call the Minnesota Board of Animal Health at 651-296-2942.

      c. Must meet the importation requirements of their state of origin if they are returning.

2. **Cattle Identification (ID).** The goal of these ID requirements is to uniquely identify animals so they may be traced to their source in the event of a disease outbreak.

   A. **Official identification.** Individuals must be officially identified; the following types are considered official. Must meet the requirements of both state and federal animal identification rules. For pictures of official ear tags and more information about official ID livestock, visit the Minnesota Board of Animal Health Official ID page at bah.state.mn.us/official-id/.

   1. **USDA National Uniform Ear-tagging System (NUES).** NUES ear tags begin with an official state number followed by three letters and then four numbers. Must display the U.S. shield. Metal or plastic.

      a. Metal NUES tags may be ordered at no cost from the Minnesota Board of Animal Health by calling 651-201-6836 or using the online tag order form.

      b. Orange brucellosis vaccination tags may only be applied by accredited veterinarians.

      c. Plastic NUES tags available for purchase from Leedstone.

   2. **USDA Animal Identification Number (AIN) visual (840) tags or Radio Frequency Identification Device (RFID).** 15 digit number, beginning with 840. Must display the U.S. shield. May be purchased from most ear tag distributors.

   3. **Canadian Cattle Identification Agency (CCIA) Radio Frequency Identification Device (RFID).** 15 digit number, beginning with 124.

   4. **Breed Registry Tattoos and Tags.** Tattoos and tags which are only valid for movement within Minnesota and imports from Iowa, Missouri and South Dakota. Only acceptable if accompanied by documentation listing the breed registration number. Pending registrations are not acceptable.
Exhibitors of animals at livestock shows shall at all times deport themselves with honesty and good sportsmanship. Their conduct in this competitive environment shall always reflect the highest standards of honor and dignity to promote the advancement of agricultural education. This code applies to junior as well as open class exhibitors who compete in structured classes of competition. This code applies to all livestock offered in any event at a livestock show.

All youth leaders working with junior exhibitors are under an affirmative responsibility to do more than avoid improper conduct or questionable acts. Their moral values must be so certain and positive that those younger and more pliable will be influenced by their fine example. Owners, exhibitors, fitters, trainers and absolutely responsible persons who violate the code of ethics will forfeit premiums, awards and auction proceeds and shall be prohibited from future exhibition in accordance with the rules adopted by the respective fairs and livestock shows. Exhibitors who violate this code of ethics demean the integrity of all livestock exhibitors and should be prohibited from competition at all livestock shows in the United States and Canada.

The following is a list of guidelines for all exhibitors and all livestock in competitive events:

1. All exhibitors must present, upon request of fair and livestock show officials, proof of ownership, length of ownership and age of all animals entered. Misrepresentation of ownership, age or any facts relating thereto is prohibited.

2. Owners, exhibitors, fitters, trainers or absolutely responsible persons shall provide animal health certificates from licensed veterinarians upon request by fair or livestock show officials.

3. Junior exhibitors are expected to care for and groom their animals while at fairs or livestock shows.

4. Animals shall be presented to show events where they will enter the food chain free of violative drug residues. The act of entering an animal in a livestock show is the giving of consent by the owner, exhibitor, fitter, trainer and/or absolutely responsible person for show management to obtain any specimens of urine, saliva, blood or other substances from the animal to be used in testing. Animals not entered in an event which culminates with the animal entering the food chain shall not be administered drugs other than in accordance with federal, state and provincial statutes, regulations and rules affecting the animal’s performance or appearance at the event.

If the laboratory report on the chemical analysis of saliva, urine, blood or other sample taken from livestock indicates the presence of forbidden drugs or medication, this shall be prima facie evidence such substance has been administered to the animal either internally or externally. It is presumed that the sample of saliva, urine, blood or other substance tested by the laboratory to which it is sent is the one taken from the animal in question and correctly reflects the condition of the animal at the time the sample was taken, with the burden on the owner, exhibitor, fitter, trainer or absolutely responsible person to prove otherwise.

At any time after an animal arrives on the fair or livestock show premises, all treatments involving the use of drugs and/or medications, for the sole purpose of protecting the health of the animal, shall be administered by a licensed veterinarian. "The Minnesota State Fair allows exceptions in breeding classes for sound management practices such as mastitis or pneumonia control.

5. Any surgical procedure or injection of any foreign substance or drug or the external application of any substance (irritant, counterirritant or similar substance) which could affect the animal’s performance or alter its natural contour, conformation or appearance, except external applications of substances to the hoofs or horns of animals which affect appearance only and except for surgical procedures performed by a duly licensed veterinarian for the sole purpose of protecting the health of the animal, is prohibited.

6. The use of showing and/or handling practices or devices such as striking animals to cause swelling, using electrical contrivance or other similar practices are not acceptable and are prohibited.

7. Direct criticism or interference with the judge, fair or livestock show management, other exhibitors, breed representatives or show officials before, during or after the competitive event is prohibited. In the furtherance of their official duty, all judges, fair and livestock show management or other show officials shall be treated with courtesy, cooperation and respect and no person shall direct abusive or threatening conduct toward them.

8. No owner, exhibitor, fitter, trainer or absolutely responsible person shall conspire with another person or persons to intentionally violate this code of ethics, or knowingly contribute or cooperate with another person or persons either by affirmative action or inaction to violate this code of ethics. Violation of this rule shall subject such individual to disciplinary action.

9. The application of this code of ethics provides for absolute responsibility for an animal’s condition by an owner, exhibitor, fitter, trainer or participant whether or not he or she was actually instrumental in, or had actual knowledge of, the treatment of, the animal in contravention of this code of ethics.

10. The act of entering an animal in a livestock show is the giving of consent by the owner, exhibitor, fitter, trainer or absolutely responsible person to have disciplinary action taken by the fair or livestock show for violation of this Code of Show Ring Ethics and any other rules of competition of the fair or livestock show without recourse against the fair or livestock show. The act of entering an animal is the giving of consent that any proceedings or disciplinary actions taken by the fair or livestock show may be published with the name of the violator in any publication of the International Association of Fairs and Expositions, including Fairs and Expositions and any special notices to members.

11. The act of entering an animal in a fair or livestock show is the giving of verification by the owner, exhibitor, fitter, trainer or absolutely responsible person that he or she has read the IAFE National Code of Show Ring Ethics and understands the consequences of and penalties provided for actions prohibited by the code. It is further a consent that any action which contravenes these rules and also in violation of federal, state or provincial statues, regulations or rules may be released to appropriate law enforcement authorities with jurisdiction over such infractions.
START TIMES!
7:30 a.m. for the Sale Show and 11 a.m. for the Sale on Saturday, Oct. 19

SALE CATTLE

Entry Deadline – September 11, 2019 • Entry Fee $240 Per Head
(fees applied to sale, bedding & junior show expenses)

SALE GUIDELINES:
- Consignors can register their animals for the Supreme Row Sale online!
- Using the same registration system as the junior cattle show, consignors to this year’s Supreme Row sale will be able to register and pay for the animals online.
- The entry fee of $240 is applied towards sale, bedding and junior show expenses. Tie-outs will be available at $20/head.
- If the animal is “no sale” $240 will be applied to sale, bedding and junior show expenses.
- Entry fee for embryos is $100/lot

Please contact the Beef Expo office if you are unable to use the online system and require a paper copy of the form.

17TH ANNUAL SUPREME ROW

Sponsored by MN FARM GUIDE • AGRI MEDIA GROUP
Purina Animal Nutrition LLC • Rabo AgriFinance • Optimizer Calf Gel

SATURDAY, OCTOBER 19, 2019
7:30 a.m. Sale Cattle Show by breeds (females & steers)
11 a.m. Sale begins (all breed sales & steers will run continually)
2 p.m. Supreme Row Social - desserts & fruit Warner Coliseum
2:30 p.m. Selection of Supreme Champions (females & steers)

Supreme Champion Female will receive $4,000
$2,000 goes to the Consignor
$2,000 goes to the Buyer

Reserve Champion Female will receive $2,000
$1,000 to the Consignor
$1,000 to the Buyer

On Saturday morning, all sale cattle will be shown to select a champion and reserve champion of each breed.
NEW! Each breed division must have seven (7) or more entered and in the show to make a breed division. Any breed that does not have enough entries will be combined in an AOB/AOP division. Females will show first, followed by prospect steers.

Supreme Champion Steer will receive $500
$250 to the Consignor
$250 to the Buyer

Reserve Champion Steer will receive $250
$125 to the Consignor
$125 to the Buyer

Supreme Row Social
Sponsored & Presented by: MN Hereford Breeders
SALE CONSIGNMENT INFORMATION

MN BEEF EXPO SALE SHOW

- Eberspacher Enterprises will manage and clerk all sales, as well as prepare the catalog/program.
- All exhibitors conducting a private sale of animals will be charged $200 per animal.
- The show will be Saturday, October 19 at 7:30 a.m.
- Awards for breed champions.
- All sale animals are eligible to show for $6,750 in cash awards!
- All cattle selling must have a health certificate! No exceptions.

HEALTH REGULATIONS

All animals will be inspected by the official veterinarian the opening day of the exhibition and daily during the exhibition. The official veterinarian will order the immediate removal to a quarantine facility or removal from the exhibition premises of any animal showing clinical signs of any infectious, contagious or communicable disease, including ringworm and warts.

A. Any animal showing evidence of any disease, abscesses, or any open contagious lesions will not be allowed to exhibit or show and will be subject to isolation or expulsion at the discretion of the official veterinarian.

1. Suspected illness. If illness of any nature is suspected in any animal, the animal is subject to examination by the official veterinarian and owner or exhibitor of the animal must abide by the decision of the official veterinarian.

2. Infectious, contagious or communicable disease. Animals known by the exhibitor to have an infectious, contagious or communicable disease, or to have been exposed to an infectious, contagious or communicable disease, or know to originate from a quarantined flock or herd may not be entered in exhibition.

3. Animals with warts or ringworm may not be shown. A statement from a veterinarian that an animal is being treated for these diseases will not be accepted.

B. All females must be calfhood vaccinated.

C. All bred females must have accurate breeding dates and sold as “safe in calf”. Any female represented and sold as “safe in calf” must have a veterinarian’s certificate stating that she has been examined within 30 days of sale date. Registration numbers on AI sires and pasture exposed bulls are required on the registration paper.

C. Certificate of Veterinary Inspection (CVI).


1. Cattle from outside Minnesota. Required. CVI is valid for 30 days from the date the animals were inspected by an accredited veterinarian.

a. Must list the Minnesota State Fair as consignee and will be accepted if examination and an import permit number is documented on the CVI. Cattle documented on an electronically issued CVI that is available to the Board in the original electronic format within 24 hours of issuance and complies with the Minnesota Administrative Rule 1721.0040 do not require an import permit.

a. Must meet the Minnesota Importation requirements. See bah.state.mn.us/imports/ or call the Minnesota Board of Animal Health at 651-296-2942.

CATTLE IDENTIFICATION

Cattle Identification (ID). The goal of these ID requirements is to uniquely identify animals so they may be traced to their source in the event of a disease outbreak.

A. Official identification. Individuals must be officially identified; the following types are considered official. Must meet the requirements of both state and federal animal identification rules. For pictures of official ear tags and more information about official ID livestock, visit the Minnesota Board of Animal Health Official ID page at bah.state.mn.us/official-id/.

1. USDA National Uniform Ear-tagging System (NUES). NUES ear tags begin with an official state number followed by three letters and then four numbers. Must display the U.S. shield. Metal or plastic.

a. Metal NUES tags may be ordered at no cost from the Minnesota Board of Animal Health by calling 651-201-6836 or using the online tag order form.

a. Orange brucellosis vaccination tags may only be applied by accredited veterinarians.

a. Plastic NUES tags available for purchase from Leedstone.

2. USDA Animal Identification Number (AIN) visual (840) tags or Radio Frequency Identification Device (RFID). 15 digit number, beginning with 840. Must display the U.S. shield. May be purchased from most ear tag distributors.


4. Breed Registry Tattoos and Tags. Tattoos and tags which are only valid for movement within Minnesota and imports from Iowa, Missouri and South Dakota. Only acceptable if accompanied by documentation listing the breed registration number. Pending registrations are not acceptable.

HALTER BREAKING

All cattle must be halter broke. The Minnesota Beef Expo committee reserves the right prior to the sale to cull any animal that is deemed unmanageable of potentially detrimental to the sale.

PROCESSING AND TAGGING

All sale cattle will be processed and tagged on Friday, October 18, from 8 a.m. to noon. Registration papers must be in the hands of sale manager on Friday prior to the sale.

FEES (includes bedding & Junior Show fee)

$240 sale entry per head. Tie-outs are an additional $20 per head. Above $240 entry fee applies toward sale expense, bedding, and entry fee in the show. Entry fee will be retained to help defray expenses if your animal is a no-show. Same sale commission applies to no sales.

$100 embryo sale per lot.

CATALOG INFORMATION AND PHOTOS

All catalog material is due September 11, 2019. Photos are very important! High quality photos will be used in the catalog, if you need assistance in taking photos, please contact Val at 612-805-7405.
Seedstock Alley is designed to be a promotional tool to enhance awareness of your herd to fellow breeders and commercial cattlemen. Join us for this great networking opportunity!

**OCTOBER 17–20, 2019**
Minnesota State Fairgrounds • Saint Paul, MN

**Farm & Ranch Exhibit:** Showcase your farm or ranch with an 8’ x 12’ display area in the Cattle Barn. An excellent opportunity to promote your operation in front of cattlemen. Exhibit fee $50.

**Exhibit Pens:** Showcase your cattle in an 8’ x 12’ display pen in the Cattle Barn. Pen fee $90, which includes Stronghold panels and bedding. Does not include tie-outs.

**Tie Exhibits:** Showcase your cattle in a 4’ x 8’ tie area in the Cattle Barn. Stall fee $40/head. Fee includes bedding, but does not include tie-outs.

**Breed Assn. Exhibits:** Showcase your breed with an 8’ table in the Coliseum in a special all breed display area. Display fee $50.

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**SEEDSTOCK ALLEY REGISTRATION FORM**

The deadline to register for Seedstock Alley space is October 5, 2019. For additional information or questions, please call 651-643-6476 or email beef.expo@mnstatefair.org

Ranch or Business Name: ___________________________  email ___________________________

Contact Name: ___________________________  Contact Phone: ___________________________

Address: __________________________________________

City, State, Zip __________________________________

Please check type of exhibit desired:

- Farm & Ranch Exhibit (8’ x 12’ display area)....$50
- Exhibit Pen (8’ x 12’ display pen).................$90
- Tie Exhibits (4’ x 8’ tie area)....................$40/head
- Breed Association Exhibit (8’ table).............$50

**ENTRIES AND FEES** (includes bedding)

- Exhibit fee $______
- Tie-outs @ $20/head $______

**GRAND TOTAL** $______

Please make checks payable to: Minnesota Beef Expo

**ALL FEES MUST ACCOMPANY ENTRIES**

For stalling purposes, please provide the following information:

How many additional animals will you be bringing? ________ Sale Cattle ________ Jr. Cattle

Breed of animals you are bringing: ___________________________ How many tack stalls needed? ________

MAIL ENTRY FORMS TO: Minnesota Beef Expo, 1265 Snelling Ave. N., St. Paul, MN 55108-3003
MINNESOTA BEEF EXPO TRADE SHOW EXHIBITOR RATES & HOURS

Inside Commercial Exhibit Rates
10’ x 10’ ................................. $250 (Coliseum)
20’ x 20’ Bulk ............................... $300 (Cattle Barn)
20’ x 50’ Bulk ............................... $600 (Cattle Barn)

*NEW! $50 discount with a Silent Auction donation!

Inside Non-profit, Breed Association, and Non-Commercial Exhibit Rates
8’ x 10’ ................................. $200 (Coliseum)

Inside Rates Include:
• 3’ x 8’ table with two chairs
• 8’ high backdrop drapes
• 3’ high side drapes
• Identification sign
• Basic Electric* (1-110 volt, 15 amp, duplex plug)
  *more available for additional charge

Bulk Spaces Include:
• 3’ x 8’ table with two chairs
• Electric (1-110v, 15 amp plug)
• 3’ high side and back drape
• Identification signs

Outside Commercial Exhibit Rates
$25/front foot (25’ minimum)

Outside Rates Include:
• 3’ x 8’ table with two chairs
• Basic electric* (1-110 volt, 15 amp, duplex plug)
  *more available for additional charge

Commercial Exhibit Hours:
Thursday, Oct. 17 .......... noon to 4:30 p.m.
Friday, Oct. 18................. 10 a.m. to 5 p.m.
Saturday, Oct. 19.............. 9 a.m. to 5 p.m.
Sunday, Oct. 20.............. 9 a.m. to 3 p.m.

Commercial Exhibitor Set-up:
Thursday, Oct. 17 ............ 8 a.m. to Noon

Commercial Exhibitor Tear-down:
Saturday after 7 p.m. OR Sunday after 3 p.m.
Please let us know your intentions.
  *Absolutely no tear-down during exhibit hours.

The Exposition Service will provide on-site decorating services. There is no charge for vehicle, exhibitor trailer or livestock trailer parking.

A limited number of fairground campsites providing electricity, sewer and water are available for $30 per night. All self-contained units will be accommodated free of charge. Please stop by the Junior Show office in the cattle barn upon arrival to reserve your campsite.

CATTLE BARN FLOOR PLAN
Firm, Organization or Individual Name
__________________________________________________________________________
(You may include a booth photo and/or brochure of your product or service. Do not send samples.)

Contact Mr./Ms. ________________________________________________________________

Address _______________________________________________________________________

City/State/Zip __________________________________________________________________

Phone (include area code)________________________________________ Fax_________________

email: _______________________________________________________________________

Please check any boxes that apply:

☐ I will need a 3’ x 8’ table        ☐ I will not need a 3’ x 8’ table
☐ I will need two chairs            ☐ I will not need two chairs

☐ I’m interested in donating the following item(s) to the Silent Auction ($50 booth rate deduction!):
_________________________________________________________________________________

We are a (check one):

☐ Commercial Enterprise
☐ Non-profit Organization
☐ Other (specify below)
___________________________________________________________________________

Type of site desired:

☐ Indoor
☐ Outdoor

An electrical outlet (110 volt, 15 amp) is provided in booth rental fee. If additional power is required, please specify:
___________________________________________________________________________

Site Size:

(include all awnings, tie-outs, overhangs, trailer hitches, etc.)

Minimum   Maximum

Frontage  _______       _______

X

Depth  _______       _______

Two expos or shows with recent participation (contact person, address, phone & email for each):

1. _________________________________________________________________________

2. _________________________________________________________________________

One business reference and one bank reference (contact person, address, phone & email for each):

1. _________________________________________________________________________

2. _________________________________________________________________________

“I acknowledge that this registration is not a license agreement and does not constitute an offer or guarantee of same for the Minnesota Beef Expo.”

Signature and date: ____________________________

Registrations due by Sept. 23 • Pay with card by calling 651-643-6476 or make check payable to:

Minnesota Beef Expo • 1265 Snelling Ave. N., St. Paul, MN 55108-3003
Phone: 651-643-6476 • E-mail: beef.expo@mnstatefair.org • Fax: 651-642-2456
This prestigious contest rewards all of our youth who go above and beyond at the Minnesota Beef Expo each fall. Our 5th Annual Premier Exhibitor contest will recognize youth who actively participate in educational events and youth contests and excel in the show ring. Prizes will be awarded to the Top 5 and will be announced during the Supreme Heifer Drive; on Sunday the Premier Exhibitor will win a new showbox sponsored by Sullivan Supply! Points will accumulate for participation in these events and contests:

**PARTICIPATION POINTS FOR:**
- Knowledge Bowl
- Attending Sullivan Supply Stock Show University OR Ideas & Insights Symposium
- Judging Contest
- Fitting Contest
- Showmanship

**BONUS POINTS FOR:**
- Knowledge Bowl placing
- Judging Contest placing
- Fitting Contest placing
- Showmanship Top 5 placing
- Placing of top animal shown

All youth exhibiting are eligible to participate. A short informational meeting will be held at 12:15 p.m. prior to the Sullivan Supply Stock Show University seminar in the Warner Coliseum show arena. Please plan on attending if you have any questions, or contact Virginia Mold at virginia.mold@mnstatefair.org.

The Premier Exhibitor prizes and point system are tentative and will not be finalized until closer to the show. Please visit mnbeefexpo.com for the most up-to-date information.
MINNESOTA BEEF EXPO
JUDGING CONTEST

Friday, Oct. 18 at 9:30 a.m.
Minnesota State Fairgrounds, St. Paul, MN • Lee & Rose Warner Coliseum
Sponsored by Minnesota Farm Bureau

JUDGING CONTEST RULES

1. Contest will feature six classes of beef cattle, consisting of breeding heifers, market steers and prospect calves.
2. Time limit will be 12 minutes per class.
3. One class will include questions that will be asked following the first three classes.
4. There will be no oral reasons.
5. Team entries will comprise four individuals. All four scores will be used to calculate the team score.
6. Individual entries will also be accepted.
7. Age groups for the Judging Contest will be as follows:
   • Junior: Grades 2–5
   • Intermediate: Grades 6–8
   • Senior: Grades 9–post high school (21 years old or younger on first day of Minnesota Beef Expo)
   • Adult: Anyone older than 21 years old on the first day of the MBE
8. There will be team competitions in the Junior, Intermediate and Senior age groups. Adults will only judge as individuals. Awards will be given to top teams in the Junior, Intermediate and Senior divisions and to the top individuals in all four age groups.
9. Age groups are based on grade level and age on the day of the contest.
10. Entry fee is $15 per team or $5 per individual.
11. Please bring a pencil.

Questions? Contact Kent Thiesse, Junior Activities Coordinator at 507-381-7960, email kent.thiesse@minnstarbank.com, or contact the Minnesota Beef Expo at 651-643-6476.

REGISTRATION BEGINS AT 8 A.M. IN THE WARNER COLISEUM CONCOURSE

Please come prepared with your list of individual or team participants names and entry fee.

8–9 a.m. Registration, Warner Coliseum Concourse
9:15 a.m. Instructions, Warner Coliseum Section 21
9:30 a.m. Judging contest begins, Warner Coliseum Arena
3 p.m. Awards presentation, Warner Coliseum Arena
MINNESOTA BEEF EXPO
Sullivan Supply Fitting Contest

REMINDER: The Sullivan Supply Stock Show University Fitting seminar will be on Thursday at noon and the contest will follow beginning at 2:30 p.m. Fitting contest supplies must be in place by 2:15 p.m. and the contest will start at 2:30 p.m.

Fitting Contest Rules

1. Each team will consist of four individuals. One team member must be from each age division: ages 9 to 13; ages 14 to 17; and ages 18 to 21. (Use contestant’s age as of the first day of the Minnesota Beef Expo.) The additional team member may be from any of the three age divisions.

2. Teams must sign up during the contest registration period. Entry forms will be available in the Show Office until 10 a.m. Thursday, Oct. 17.

3. Each team will be responsible for bringing a heifer or steer to use in the competition. Heifers and steers are not to be groomed but should be washed and dried. Animals will be checked before the competition begins.

4. Each team must provide their own fitting equipment. Once the contest begins, no team member may leave the area and no additional equipment may be brought into the area.

5. Once the fitting area is designated for each team by the contest officials, the team may set up their grooming chute and supplies in their designated area. These items should be in place at least 10 minutes prior to the announced starting time of the contest.

6. Each team will be allowed 30 minutes to fit their animal.

7. Each team member must fit a leg using the clipper and blower.

8. All fitting and grooming techniques must be within the accepted practices of the IAFE National Code of Show Ring Ethics.

9. Once the animal has been groomed and time is called, the team will stand at the head of the animal until the judges get to them to review their animal. When the judges arrive, the animal needs to be taken out of the chute and presented by the team. Judges will be encouraged to ask one question per team member at this time. Each team member must answer one question.

10. Points will be awarded as follows:
- Ability to fit - 20 points
- Participation of each team member - 10 points
- Overall effectiveness - 10 points
- Organization of supplies & equipment - 5 points
- Knowledge & response to questions - 5 points

Judging will be by a three-member panel of judges based on 50 points maximum from each judge. Each judge shall total their score and rank the contestants in numerical order on the basis of their score. (Highest score first, lowest score last.)

The rankings (not the score) of the three judges shall be added for each team, and the final placings determined by the lowest composite rankings. Actual scores will be used only to break ties. In the event the participants are still tied, they shall be named co-winners and two awards will be given for that placing and none for the following placing.
ENTRY FEE

Entries postmarked by Oct. 4 ................................................................. $10 per team
Entries postmarked Oct. 5 or later.......................................................... $20 per team

Mail entry form and payment to:
Minnesota Beef Expo, 1265 Snelling Ave. N., Saint Paul, MN 55108-3003
MINNESOTA BEEF EXPO
Youth Knowledge Bowl Contest

Thursday, Oct. 17 at 11:30 AM
Minnesota State Fairgrounds, St. Paul, MN • Lee & Rose Warner Coliseum Concourse
Sponsored by Minnesota Beef Council

11 - 11:30 a.m.  Check-in at the Warner Coliseum Concourse
11:30 a.m.  Contest team instructions & contest begins;
Contest awards will be given out after the competition

YOUTH KNOWLEDGE BOWL RULES

Teams will consist of four team members (three team members are not accepted). A team may have a fifth person as a substitute. A substitute can enter once, between rounds, and must complete the competition after entry. Questions: Contact Kent Thiesse at 507-381-7960 or kent.thiesse@minnstarbank.com.

Three age groups
Junior: Grades 2-5
Intermediate: Grades 6-8
Senior: Grades 9- Post High School (21 years old or younger on first day of Minnesota Beef Expo)

Rules and Information
1. The contest will be designed after the Minnesota 4-H Contest. All questions will be related to the beef industry.

2. MATCH SET UP: Each Minnesota Beef Expo Knowledge Bowl Contest will have three phases in a match:
   Phase #1  Individual questions (One question per player)
   Phase #2  One-on-one questions (Eight questions total; two per player)
   Phase #3  Open questions; anyone can answer (10 toss-up questions; two bonus)
   Overtime  Three open questions; anyone can answer (sudden-death after that)

3. SCORING:
   Phase #1  5 points per correct answer; no loss of points
   Phase #2  10 points per correct answer; no loss of points
   Phase #3  10 points per correct answer; no loss of points
   10 points for correct bonus answer; no loss of points
   20 point team bonus if all four members answer a question
   Overtime  10 points per correct answer; no loss of points

4. AWARDS: Awards will be given to the top three Junior, Intermediate and Senior teams immediately following the final contest.

Advance Entries Are Required
Entries postmarked by Oct. 7 - $15 per team • Entries postmarked October 8–11 - $20 per team
Entries postmarked Oct. 12 or later will not be accepted.
# MINNESOTA BEEF EXPO

## YOUTH KNOWLEDGE BOWL CONTEST ENTRY FORM

**Thursday, Oct. 17, 2019**

Minnesota State Fairgrounds, St. Paul, MN • Lee & Rose Warner Coliseum

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<table>
<thead>
<tr>
<th>Team Name</th>
<th>Sr. / Int. / Jr. (circle division)</th>
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<table>
<thead>
<tr>
<th>Team contact name</th>
<th>Phone Number</th>
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| Address | |
|---------||
|         | |

| Email | |
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|       | |

### TEAM MEMBERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Age as of 10/17/19</th>
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</table>

**Advance Entries Are Required**

Entries postmarked by Oct. 7 - $15 per team • Entries postmarked October 8–11 - $20 per team

Entries postmarked Oct. 12 or later will not be accepted.

**PLEASE MAKE CHECKS PAYABLE TO:** Minnesota Beef Expo

Mail to: Minnesota Beef Expo, 1265 Snelling Ave. N, St. Paul, MN 55108-3003

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20
The Minnesota Beef Ambassador Team will promote beef and farming to consumers as they develop skills of leadership, communication and self-confidence. The program spotlights the positive impact cattle farming has on our health, economy and environment. The Minnesota Beef Ambassador Team will consist of one Senior MN Beef Ambassador winner, up to two Senior team members and up to 2 Junior Beef Ambassador team members. Senior contestants must be at least 16 by 9/1/19 and not over the age of 20 by 9/1/19. Juniors must be 13 by 9/1/19 and not over the age of 16 by 9/1/19.

Contestant Name_____________________________________      Shirt Detail:  Men _______Women_______Size_______
Address_____________________________________________________________________________________________
City________________________________________________  State ____________________   Zip __________________
Contestant Cell Phone______________________________  Email______________________________________________
Parents Names_______________________________________________________________________________________
Phone__________________________________  Birth Date___________________  Age as of 9/1/19__________________
Email_______________________________________________________________________________________________
Senior (16-19)_____________     Junior (13-15) _________

**Application Deadline: October 1, 2019**

Please attach a separate page with the following information using a 3rd party response.
Example: Sue Brown is from SW Minnesota. Her parents are Bill and Sally. Sue is involved in many beef and school activities in Jackson County. Sue would like to be on the Beef Team because….

- Share a short paragraph about yourself – tell us who you are
- Connection/experience with beef production and/or agriculture
- Interests and activities both at school and outside of school
- Paragraph about why you want to be a Beef Ambassador

The Team winners will be announced at the Supreme Row Female & Steer Selection Saturday, October 19, 2019 beginning at 2:30 p.m.

- Senior winner will receive a $500 Scholarship
- Senior team members will receive a $250 Scholarship
- Junior winner will receive up to $100

MAIL OR EMAIL ENTRY TO:  QUESTIONS MAY BE DIRECTED TO:
MN Beef Council      MN Beef Council
Jennifer Schiefelbein royalee@mnbeef.org
P. O. Box 39         320-398-6511
Maple Plain, MN 55359 royalee@mnbeef.org

mnbefexpo.com
Minnesota Beef Ambassador Program

BE A PART OF THE TEAM, SPEAK OUT FOR THE BEEF INDUSTRY!

Competition Schedule – Saturday, Oct. 19, 2019
9:00 am – 9:15 am – Check in & instructions, CHS Miracle of Birth Center
9:30 am – Competition begins, CHS Miracle of Birth Center
2:30 pm – Awards at Supreme Row Selection, Warner Coliseum

Judging Areas:
• Mock Media Interview
• Mock Consumer Event
• Social & Traditional Media Response to Beef Industry Topics

Age Requirements:
Juniors Age 13-15
Seniors Age 16-19

Competition Rules and Information

Competition Judging Areas

1. Media Interview – The contestant will participate in a mock media interview. The interviewer will have pre-determined questions to ask each contestant with the option to ask follow-up questions in order to receive additional knowledge or clarify a point. A panel of judges will observe the interaction for: knowledge, articulation, poise and the contestant’s ability to “Tell the Beef Production Story” and present beef and farming in a positive light.

2. Consumer Event – A mock consumer event will be set up for the contestants. Each contestant will be provided with a beef sample, beef literature and recipes. Interested “consumers” will approach the table. They will ask pre-determined questions to test the contestant’s knowledge, capacity to interact with the public and ability to present beef in a positive light. A panel of judges will observe and score each contestant on their ability to educate the consumers and provide the consumers with the appropriate information to answer their questions. Each contestant will have 5 minutes to interact with the “Consumers” who will ask questions. Contestant are able to ask the consumers questions to engage a deeper dialogue about beef, and are encouraged to do so.

3. Social & Traditional Media Response to Beef Industry Topics – Contestants will be provided with a list of beef industry topics (For example: Beef Nutrition) once their application is submitted. Contestants will pick a topic and write a blog about that subject, including 2-3 pictures. Contestants should also create a sample Facebook post or Tweet about this same subject to be submitted in addition to the blog. Both the blog and the Facebook post or Tweet must be brought to the competition. The judges will score the contestants on their ability to incorporate beef industry information and how relatable that message would be with consumers. Please sight any sources used for facts.
October 17, 2019
Compeer Financial and Minnesota State Cattlemen’s Association proudly presents
The MYBEP Beef Ideas & Insights Symposium

Where: CHS Miracle of Birth Center, Minnesota State Fairgrounds
Lance Pekus, the Cowboy Ninja, presented by: Compeer Financial
MYBEP Give away heifer and meal provided by: Minnesota State Cattlemen’s Association

The Agenda for this Evening:

4:00 p.m. Pizza is served
4:15 p.m. Welcome and introduction, explanation of three round-robin sessions, and procedure to earn Premier Exhibitor points
4:30 – 5:25 p.m. Session #1 Beef. It’s what for Ninjas: Lance Pekus is the Cowboy Ninja who has competed for five seasons on national television all across the United States on the American Ninja Warrior which is a competition in a series of increasingly rough obstacle races. Lance has teamed up with the National Beef Council as ranching and beef are a big part of his life. He is proud to spread the message of healthy eating and how beef should play an important part in any person’s nutritional goals. Lance will demonstrate how he uses items found on a farm/ranch to train for the very difficult Ninja competition, as well as share nutritional advice.

Premier Exhibitor Participants: Remember, your passports will be stamped as you leave.

**Move to Coliseum concourse to attend the second session. (Please use the Cattlemen’s Code: If all chairs are full, move to another session. During the session, please be respectful and attentive; feel free to ask questions; thank the speakers and group leaders as you leave.)

5:30 – 5:55 p.m. Symposium Session #2 (Choose one of eight options)
Attention Premier Exhibitor Participants: Remember to get your passport stamped from the group leader.

6:00 – 6:25 p.m. Symposium Session #3 (Choose one of eight options)
Attention Premier Exhibitor Participants: Remember to get your passport stamped and turned in to the group leader to earn your points.

**All MYBEP applicants and all guests return to CHS Miracle of Birth Center.

6:30 – 7:25 p.m. Keynote: Lance Pekus: Courage to Face Life’s Challenges Cowboy Ninja Style! This keynote talk is designed to motivate young people to develop the skills and courage it takes to overcome the obstacles that occur when raising and showing cattle or even just the challenges daily life can throw at a person. Lance is also dedicated to helping youth prepare for and conquer life’s obstacles by being healthy and using the tools around you for your benefit.

7:30 p.m. Highlight! Announcement of the MYBEP Symposium heifer recipient.
Heifer will be awarded to the MYBEP applicant with the next highest score.

Applicant must be present to win.

Thank you for coming. We hope you enjoyed your evening!
We look forward to seeing you Saturday afternoon at the Supreme Row Social where the ten 2019 MYBEP winners and donors will be introduced!
AGENDA FOR THIS EVENING

4:00 p.m.  Pizza is served

4:15 p.m.  Welcome and introduction, explanation of three round-robin sessions and procedure to earn Premier Exhibitor points

4:30 - 5:25 p.m.  Session #1 - Goal Setting to Achieve Success in the Beef Industry–Panel Discussion

All participants stay in the Miracle of Birth Center for a question and answer session with our special guests Kirbe Schnoor, Lori Eberspacher, Matt Aggen, and Don Schiefelbein to discuss their experiences on setting goals to achieve success in the beef industry and advise young people of the opportunities available in Agriculture today. Premier Exhibitor Participants: Remember, your passports will be stamped as you leave.

**Move to Coliseum concourse to attend the second session. (Please use the Cattlemen’s Code: If all chairs are full, move to another session. During the session, please be respectful and attentive; feel free to ask questions; thank the speakers and group leaders as you leave.)

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6:00 - 6:25 p.m.  Symposium Session #3 (Choose one of eight options)

Attention Premier Exhibitor Participants: Remember to get your passport stamped and turned in to the group leader to earn your points.

**All MYBEP applicants and all guests return to CHS Miracle of Birth Center.

6:30 - 7:25 p.m.  Keynote: Kirbe Schnoor, host of Superior Sunrise and Producer of American Rancher: Make Yourself a Seat at the Table!

This keynote talk is designed to motivate young people to set goals and strive to meet them in order to prepare and make a place in Agriculture and spread the word about the importance of Agriculture in the future.
1. BQA - Best Management Practices and Certification

**Presenter:** Ashley Kohls – BQA Coordinator, Minnesota Beef Council and Executive Director, Minnesota State Cattlemen’s Association

Why get BQA certified? BQA certification is the gold standard for cattle industry best management practices. While not mandatory, BQA certification will soon be a contingency of marketing cattle to many of the major packers and processors in the United States.

This session will teach best management practices to ensure you achieve the maximum efficiency and value for your animal. Topics range from proper injection site choices to low stress cattle handling.

(**You must be present for the full session which includes session 1 and session 2. Ashley will give you BQA certification at the end of the session. Please note: this two-part session is only being offered ONCE.)

BOTH SESSIONS 2 & 3

2. Branding Your Best Self

**Presenter:** Becky Church – Communications Director, Minnesota Beef Council

How to transform your life, gain experiences and build a personal brand to succeed within the beef industry and beyond!

SESSION 2 & 3

3. Understanding Basic Cattle Nutrition

**Presenter:** Dr. Chad M. Zehnder – PhD, Cattle Consultant, Purina Animal Nutrition, LLC

Discussing the basics of cattle nutrition, understanding the yearly cycle of a brood cow and the nutritional requirements throughout the year.

SESSION 2 & 3

4. Selection with Visual Appraisal

**Presenter:** Kyle Rozeboom – University of Minnesota Lecturer and Livestock Judging Team Coach

Using live animals, participants will learn how to select heifers and steers for both breeding and market animals.

SESSION 2 & 3
5. The History of Livestock Art and Illustration

**Presenter:** CJ Brown – Artist, CJ Brown Studio

CJ Brown will give an informative and entertaining program on the history of livestock art and illustration from the early caveman drawings to the glory days of illustration. She will introduce you to some of the early illustrators in agriculture and tell you the story as to why illustration work played an important role in the development of the ag industry.

**SESSION 2 & 3**

6. Sire Selection Discussion from Minnesota Select Sires

**Presenter:** Select Sires Staff

Visit with Select Sires Staff to learn more about the current sire lineup and how these bulls can improve your future.

**SESSION 2 & 3**

7. How to Improve Your MYBEP Application

**Presenter:** Claudine Goodrich – Mahtomedi Middle School English teacher, Co-owner of Goodrich Place, Inc., MYBEP Coordinator

New to filling out applications? This presentation is designed to provide you with valuable information that you can use to successfully complete a MYBEP application. We will talk about the do’s and don’t’s of completing an application. Armed with this knowledge, you should be well prepared to effectively and painlessly fill out an application. This can also apply to any job application, scholarship form, or grant form. Several 2017 winners will also be available to share insights and suggestions and answer questions.

*This session is for those interested in applying to the Minnesota Youth Beef Experience Program or those who were non-winning applicants for this year.*

**SESSION 2 & 3**
MINNESOTA YOUTH BEEF EXPERIENCE PROGRAM

The purpose of this program is to aid youth in getting a start in the beef cattle business by awarding heifer calves to program recipients on the basis of merit, need, future goals and ability to care for the animal and establishing a connection with a mentor. Any youth ages 12–16 who is a 4-H, FFA or Junior Breed Association member may enter (previous winners of MYBEP heifers are ineligible). **Deadline to enter is Sept. 9, 2019.** Heifer recipients will be selected by a committee, and the heifers will be awarded during the 2019 Beef Expo.

The MYBEP Committee will select 10 heifer recipients from the pool of qualified applicants. Each selected recipient will own the heifer jointly with the donor until the completion of the program, at which time the recipient will receive full ownership of the heifer and her offspring. Each recipient will be responsible for raising the calf, arranging for her to be bred (artificially or naturally), maintaining complete records on her care, and providing quarterly progress reports about the heifer to the donor and the Beef Expo staff. Failure to adequately follow these requirements during the course of the year when the heifer is owned in partnership may cause the recipient to forfeit ownership of the animal. Minnesota Select Sires will donate two straws of semen, and Purina Animal Nutrition LLC will donate 100 pounds of feed to each winner. Awarded youth will also receive a clippers donated by Andis and a halter from the Beef Expo. Each recipient will compete for the MYBEP Achievement Award during the 2020 Minnesota Beef Expo.

### Qualifications
- Must be 12-16 years of age as of Sept. 9, 2019.
- Must be a member in good standing of 4-H, FFA or a Junior Breed Assn.
- Must be a resident of Iowa, Minnesota, North Dakota, South Dakota or Wisconsin.
- Previous recipients of MYBEP heifers are ineligible to enter.

### Criteria
- Demonstrates commitment to agriculture.
- Defines clear future goals.
- Demonstrates financial need.
- Outlines ability to raise the animal in a proper setting.

### Application
- Complete online application form by Sept. 9, 2019.
- Obtain two letters of reference: one from your 4-H Extension officer, FFA adviser or Jr. Breed Association adviser; the other from an adult who is not related to you but knows you well enough to comment on your abilities and commitment. Letters of reference may be emailed to beef.expo@mnstatefair.org or sent to MYBEP-MN Beef Expo, 1265 Snelling Ave. N., St. Paul, MN 55108.
- Write a personal letter of intent explaining why you want/need the calf and why you feel you are a good candidate for this project.
- All materials must be submitted together online on or before the deadline of Sept. 9, 2019.

### 17TH ANNUAL SUPREME ROW FEMALE & STEER SELECTION

Heifers will be awarded on Saturday, Oct. 19

- **Angus Heifer**
  *donated by Elmdale Farm, Gary and Kathy Eikmeier, from Pipestone, Minn., co-sponsored by Schiefelbein Farms, Kimball, Minn., and the Minnesota Angus Association.*

- **Charolais Heifer**
  *donated by North Grove Charolais, Dennis & Kari Fischer, Brandon Fischer, and Dustin & Maggie Fischer, Grove City, Minn., of Minnesota/Wisconsin Charolais Association.*

- **Charolais Heifer**
  *donated by the Minnesota/Wisconsin Charolais Association.*

- **Hereford Heifer**
  *donated by Mittag’s Shadow Ridge Ranch, Randy and Liz Mittag, River Falls, Wis., of the Minnesota Hereford Breeders.*

- **Red Angus Heifer**
  *donated by Compeer Financial with Steve Pomerene being the mentor.*

### DONORS

- **Shorthorn Heifer**
  *donated by Gene and Roberta Francis Family, Lawton, N.D.*

- **Simmental Heifer**
  *donated by Krueger Simmentals, Paul & Cassie and Blake, Luke and Bree, Hastings, Minn., of the Minnesota Simmental Association.*

- **Simmental Heifer**
  *donated by Theings Riverside Ranch, Eric A. and Darcy, Eric M. and Shelby, Rita, Coy, Kasi, and Hazel Thesing of Carlos, Minn., and Jennifer and Adam, Axel, and Owen Fredman of Rose City, Minn., of the Minnesota Simmental Association.*

- **South Devon Heifer**
  *donated by DLCC Ranch, Dar and Lynn Giess, Pierz, Minn., and the Northern States South Devon Association (NSSDA).*

- **Symposium Donation Heifer**
  *donated by the Minnesota’s State Cattlemen’s Association*
Name____________________________________________________________   Phone_______________________________

Address____________________________________________   City_____________________     State________   Zip __________

Email_________________________________________  Birthdate__________  Age on 9/9/19_______   Grade in school _______

Name of father/male guardian____________________________________________   Occupation__________________________

Name of mother/female guardian____________________________________________   Occupation_______________________

Estimated percentage of family income derived from agriculture _______________________________________________________

Please circle most relevant residence type:  Town/city  Rural/non-farm  Working ranch/farm

Number of livestock (if any) already owned by applicant______________________________   By family ________________________

Beef_____________   Dairy_____________   Sheep_____________   Swine_____________   Other_________________________

If I am selected, my calf will be kept and cared for at (include address and description of facilities): ____________________________________________________________

Estimated distance of livestock facilities to home residence _______________________________________________________

If selected, the two breeds I would choose for my MYBEP heifer are*: 1. ______________________ or 2. ______________________

*Please note: Indication of breed choice will not guarantee final selection. Choice of breed awarded will be solely at the discretion of the MYBEP Selection Committee. All committee decisions will be final.

School name __________________________________________________________________________

4-H, FFA Chapter or Jr. Breed Association ______________________________________________________________________

4-H Leader, FFA Instructor or Jr. Breed Association Adviser _______________________________________________________ 

Future career/occupational goals ______________________________________________________________________________

Applicant testimony: I have read the rules and agree to abide by them. I am a 4-H member, FFA member or Junior Breed Association member in good standing. I am between the ages of 12–16 and live in one of the eligible states. I understand that I am responsible for raising, caring for, breeding and showing this heifer for one year. I also commit to completing five progress reports and a scrapbook depicting my experience. I will communicate with donor/mentor regularly and be a good MYBEP representative.

Signature:_______________________________________________________________________________________________

Parent/Guardian testimony: I am the parent/guardian of the applicant and do hereby give permission for my child to participate in this program if selected. I also hereby, on behalf of and for the child, myself, my heirs, executors and personal representatives, waive and release any and all rights and claims for injury, death, theft or damages that may result of this child receiving, raising and exhibiting a calf (if awarded).

Signature:_______________________________________________________________________________________________

Adviser testimony: The facilities for raising a calf and the abilities of the applicant are adequate to successfully complete this project. The applicant meets the age and membership requirements as set forth in the official rules and regulations.

Signature:_______________________________________________________________________________________________

Please provide the email address for your hometown newspaper (not web address): ____________________________________
Name

Highlight your 4-H, FFA or Jr. Breed Association experiences:

List other school activities and community involvements:

Share previous experience and background in working with beef cattle:

Add any other information or details pertinent to this application:

**Considered applications must include:**

- Completed application form (incomplete applications will not be considered) submitted via the online form at http://bit.ly/1eATjQf. You can also find the online application form link on the Minnesota Beef Expo website at mnbeefexpo.com. Must be submitted by Sept. 9, 2019.

- Two letters of reference: one from your 4-H Extension officer, FFA adviser or Junior Breed Association adviser; the other from an adult who is not related to you but knows you well enough to comment on your abilities and commitment. Letters can be emailed to beef.expo@mnstatefair.org or mailed to MYBEP-MN Beef Expo, 1265 Snelling Ave. N., St. Paul, MN 55108.

- A one-to two-page personal letter of intent explaining why you want/need the calf and why you feel you are a good candidate for this project. Please make sure to address your commitment to agriculture, explain future goals and how the heifer fits in, financial needs, and ability to raise and show the animal. There is a section in the online application to type your personal letter of intent.

- All materials must be submitted on or before the deadline of Sept. 9, 2019.

- Note: Previous recipients of MYBEP heifers are ineligible to enter.

Please do not mail in an application. If you can not complete the online entry form, please contact Virginia Mold at 651-288-4440 or 651-643-6476 or virginia.mold@mnstatefair.org.
ANGUS HEIFER: donated by Elmdale Farm, Gary and Kathy Eikmeier, from Pipestone, Minn.

Gary and Kathy Eikmeier, owners of Elmdale Farm, in Pipestone, Minn., are very happy to provide the 2019 MYBEP Angus heifer. The Eikmeier family has always believed in the positive experiences Junior programs can provide for youth, and MYBEP and the Minnesota Beef Expo are great examples of these types of programs. Elmdale Farm’s Angus herd was started in 1917 by Gary’s great-grandfather, August Eikmeier, and his sons, Earl and Harry, later known as Eikmeier Brothers. The brothers decided to use Angus bulls on their Shorthorn cows prior to this and to stay with tradition, there are still a few blue roan cows in their pastures today. Gary’s parents, Glen and Karen Eikmeier, took over the herd in the early 1970’s. Gary’s sisters and brother, along with Gary, were always encouraged to participate in any Junior activity that came their way. Gary enjoyed showing cattle and being on many General Livestock Judging teams over the years. The Eikmeier family has shown cattle since the 1940’s at County fairs, State fairs and National shows like Denver and Kansas City because the Eikmeiers think hanging out with other cattle folks is about as good as it gets.

Kathy and Gary both grew up in strong Angus families and found out after they started dating that their parents knew each other--so much for meeting the parents! Gary and Kathy’s children, Jessica and Grady, were active in cattle shows and judging during their 4-H time and are still active in cattle and youth programs. Gary and Kathy have five happy and healthy grandkids, and Grandpa Gary cannot wait for them to get old enough to hold the halter of a black Angus heifer. Presently, the Eikmeiers run about 40 cows on the family farm southwest of Pipestone, and they try to have half the cows as Registered Angus and the other half Maines and Maintainers. They have been involved with the Minnesota Beef Expo since the start and have watched it grow and evolve into one of the premier events in this area. The Eikmeiers felt it was time to give something back to a program that has given so much to them. Gary’s parents and grandparents instilled in their children that to ensure the future of the beef industry, they need to start with the youth. Gary and Kathy are confident that their ancestors are smiling down from heaven knowing that an Elmdale Angus heifer will be part of the MYBEP program this year. The Eikmeiers hope this heifer will be the start of a successful herd for its new owner, and they wish many happy memories to the MYBEP recipient of this Elmdale heifer co-sponsored by Schiefelbein Farms and the Minnesota Angus Association.

CHAROLAIS HEIFER: donated by North Grove Charolais, Dennis & Kari Fischer, Brandon Fischer, and Dustin & Maggie Fischer, Grove City, Minn., of Minnesota/Wisconsin Charolais Association.

North Grove Charolais was established in 1994 by Dennis and Kari Fischer with the purchase of four Charolais heifers that became 4-H projects for their young children, Brandon, Jamie, and Dustin. Today, the herd consists of about 60 head of registered Charolais and commercial cows used in their embryo transfer program. North Grove Charolais focuses on raising quality cattle that are performance-oriented, while standing out in the show ring. They strive to produce cattle with superior genetics that fit in any operation and genetics that will improve any herd.

To provide maximum genetic potential, North Grove Charolais’ breeding is 100 percent artificial insemination and embryo transfers. Their criteria in bull selection are backed by strong cow families, sound structure, depth of body, docility, performance data, and breed-leading EPDs. North Grove Charolais’ embryo transfer program has been a very successful part of their Charolais operation. Today, their embryo transfer program consists of four elite donor cows. These cows are backed by popular genetics in the Charolais breed. North Grove Charolais markets their cattle through consignment sales across the Midwest. They also host an annual online sale in the fall. North Grove Charolais is located in Grove City, Minn., which is 70 miles west of the Twin Cities. Today, the farm is owned and operated by Dennis and Kari, Brandon, and Dustin and Maggie Fischer. The Fischer family is passionate about mentoring youth involved in the cattle industry. They are active youth leaders in Meeker County 4-H and the Minnesota/Wisconsin Junior Charolais Association. They are also members of the American International Charolais Association. The Fischer family is excited for the opportunity to award a heifer and mentor a deserving youth!

CHAROLAIS HEIFER: donated by the Minnesota/Wisconsin Charolais Association.

The organization has about 100 members that consist of commercial, feed yard and purebred breeders across the two states, and this heifer will be the 4th heifer that the Minnesota/Wisconsin Charolais Association has donated to a fortunate young person and the 4th time a member from the Association will mentor the youth. The past MYBEP Charolais recipients continue to be very active in cattle oriented events.

HEREFORD HEIFER: donated by Mittag’s Shadow Ridge Ranch, Randy and Liz Mittag, River Falls, Wis., of the Minnesota Hereford Breeders

Shadow Ridge Ranch was established in 1996 on a small hobby farm outside of River Falls, Wis. By recommendation of the family veterinarian, Registered Polled Herefords became the chosen breed for the family because of their docile temperament, superb mothering ability and lack of horns. Liz’s first cow and calf were purchased at an auction. The herd quickly increased in number with cattle purchased by private treaty and at the Indianhead Polled Hereford Association Annual Cattle Sale. By using A.I. and quality herd sires, Shadow Ridge Ranch’s herd size has increased with cattle that
have sound legs and feet, good udders, excellent mothering abilities and quality carcasses with large rib eye and well marbled meat. In 2012, Liz met Randy Mittag, and they joined forces. Randy and Liz moved south of River Falls where they have established a management intensive grazing farm and calve 25 - 30 cows. Calves are raised for breeding animals, and steers are sold privately. The Mittag’s finish steers as corn finished and have begun providing grass fed beef for a local food cooperative. Shadow Ridge Ranch is honored to able to provide a heifer to a young person. Randy and Liz hope to motivate the recipient to enjoy and appreciate Herefords as much as they do.

**RED ANGUS HEIFER:** donated by Compeer Financial with Steve Pomerenke being the mentor

Compeer Financial is a member-owned Farm Credit cooperative serving and supporting agriculture and rural communities. The $18 billion organization provides loans, leases, risk management and other financial services throughout 144 counties in Illinois, Minnesota and Wisconsin. Based in the Upper Midwest, Compeer Financial exists to champion the hopes and dreams of rural America, while providing personalized service and expertise to clients and the agriculture industry. Compeer Financial is the third largest member of the Farm Credit System, a nationwide network of lending institutions that support rural communities and agriculture with reliable, consistent credit and financial services. Steve Pomerenke will be the mentor for this Red Angus heifer recipient.

**SHORTHORN HEIFER:** donated by Gene & Roberta Francis Family, Lawton, N.D.

The Gene and Roberta Francis family is excited to participate in the 2019 Minnesota Youth Beef Experience Program through the donation of a Shorthorn heifer. Gene and Roberta are proud that their grandchildren are the sixth generation to be involved with Shorthorn cattle since the first Shorthorns arrived on the homestead of Roberta’s great-grandfather in the early 1900’s. Today, the herd consists of about 60 producing females. Bulls and females are sold as breeding stock, primarily to commercial producers. Steers are sold directly to a feedlot where carcass data is obtained and analyzed. Genetic selection is focused on to ensure the production of functional cattle that perform in the harsh North Dakota environment and have enough eye appeal to be accepted by Shorthorn breeders. Gene is a livestock hauler, and Roberta a registered nurse, so the cattle must be able to calve with minimal intervention. For that reason, most calving is done in May and June when the weather is warmer.

Gene and Roberta’s three adult daughters, Crosley, Riley and Phoebe, all showed Shorthorns as Junior exhibitors. Crosley won Showmanship titles at the very competitive Illinois State Fair Junior Show. Riley and Phoebe both served as Minnesota Shorthorn Lassie Queens, with Riley being crowned the National Alternate Queen. Most summers were spent with the family happily being involved with Junior Nationals, and they treasure the friendships which blossomed at these cattle events. Gene and Roberta and family believe in the importance of youth involvement in the beef industry and look forward to working with the individual who receives the Francis’ family heifer.

**SIMMENTAL HEIFER:** donated by Krueger Simmentals, Paul & Cassie and Blake, Luke and Bree, Hastings, Minn., of the Minnesota Simmental Association

Krueger Simmentals is a registered Simmental cow-calf to finish, family operation. The Krueger family calves 120 pairs from January to April. They also crop farm 1,100 acres of corn, alfalfa, soybeans, rye, and wheat. They have three talented kids. Blake is nine and is very active with the cattle, and he enjoys learning new insights about the beef industry every day. Luke is six and wants to be at the farm helping wherever he can. Bree is two and enjoys hanging out and having tractor rides every time she comes to see the farm. This is the second time the Kruegers have given a heifer. They had a great experience the first time they donated a heifer, so when the opportunity to donate a second heifer came around, the Krueger’s said that they would be honored to support a program that has done such a great job getting cattle to next generation and getting youth involved in the beef industry.

**SIMMENTAL HEIFER:** donated by Thesings Riverside Ranch, Eric A. and Darcy, Eric M. and Shelby, Rita, Coy, Kasie, and Hazel Thesing of Carlos, Minn., and Jennifer and Adam, Axel, and Owen Fredman of Rose City, Minn., of the Minnesota Simmental Association

The Thesing’s Riverside Ranch is a successful family cattle operation. Eric A. and Darcy, Eric M. and Shelby, Rita, Coy, Kasie, and Hazel Thesing of Carlos, Minn., and Jennifer and Adam, Axel, and Owen Fredman of Rose City, Minn., are proud to donate the 2019 MYBEP Simmental heifer. Eric A. and Darcy own Central Marine and Sports in Carlos, and Darcy works in the lab at the Douglas County Hospital. Eric and Darcy purchased their first Simmental cows in 1986 and shortly after, a registered bull was purchased. A percentage herd was built by registering the calves from Eric’s dad’s commercial herd, slowly working towards an all registered herd. They calve about 75 registered purebred and percentage females each year, comprised of 65 cows and 10 heifers. The Thesings utilize A.I. and embryo transfer in their breeding program and retain about 20 females each year for sale either as open or bred, along with 8 to 10 bulls that are sold for breeding purposes, with the remaining calves sold as feeders or fattened for sale as off-farm beef.

Eric M. and Shelby got married in 2011 and were fortunate enough to purchase the family farm from Eric A.’s parents, Connie and Roy, where the cattle operation was started. Eric is employed at Central Marine and has significantly assisted in the growth of their crop farming operation to its current 800 acres. Shelby works at the Housing and Redevelopment Authority of Douglas County. She finds time to care for the household raising their four children and is determined to make time in the evenings to work with haltered calves and ride horses.

Jennifer and Adam, with their two boys, reside in Rose City. Jennifer works at Central Marine and Adam for Border States Electric. The couple raises their own commercial herd influenced by Simmental genetics.
Eric A. and Darcy worked to teach their children to work hard for what they want. The entire family is always willing to assist each other in all the aspects relating to the farm. They have strived to develop a cow herd that will be sustainable for years, and they hope the herd will be enjoyed by family in generations to come. They feel it is important to continue to promote the breed and to continue their involvement by getting other kids involved with agriculture. They are very honored to be a part of the 2019 MYBEP heifer program.

**SOUTH DEVON HEIFER: donated by DLCC Ranch, Dar and Lynn Giess, Pierz, Minn. and the Northern States South Devon Association (NSSDA)**

The Northern States South Devon Association was formed over 15 years ago by a small group of South Devon breeders in central-Minnesota. An active and enthusiastic group of South Devon producers from Wisconsin, Minnesota, North Dakota, and Montana, currently promote South Devon cattle throughout the Midwest by participating in farm shows, 4-H and FFA activities, Junior shows and livestock events. A strong number of passionate and talented Junior Association members participate each year at the Minnesota Beef Expo. Members from NSSDA have strongly supported MYBEP since its beginning by donating a South Devon heifer each year to a deserving Junior. Northern States South Devon Association members donate funds toward the support of a MYBEP heifer, and then a heifer is selected and purchased from one of the members each year. NSSDA is proud that all of the past MYBEP recipients of South Devon heifers are active members in the North American South Devon Junior Association.

Since the early 1980’s, Darlynn Cattle Company, otherwise known as DLCC Ranch, has been in the seed stock business. The guiding principles to Dar and Lynn’s operation have remained a balanced approach to genetics with emphasis on growth and carcass merit, a sincere focus on eye-appeal and udder quality, and emphasizing the effects of hybrid vigor through the production of their Poundmaker cattle. Dar and Lynn’s philosophy to cattle breeding is represented in every animal they sell, and the Giess’ pride themselves in producing honest cattle that give producers real results.

Dar and Lynn and family have always been dedicated to the cattle industry by being active in a variety of state and national cattle industry groups including MSCA, Northern States and the National South Devon Associations. They are also strong supporters of youth events in the cattle industry, where they have served as judges at local 4-H livestock shows and work...