

New Mexico Youth Beef Feeder Contest



BE BOLD. Shape the Future.
College of Agricultural, Consumer
and Environmental Sciences



INTENT AND PURPOSE:

This program has been designed by the Youth Beef Feeder Committee and sponsored by the New Mexico Beef Council to provide a contest for youth interested in the business aspect of raising beef from start to finish. The purpose of this contest is to accomplish the following goals:

- To provide youth with an opportunity to learn about all aspects of commercial beef production, including financing, record keeping, animal nutrition, animal health, and carcass evaluation. To accomplish this, educational seminars and materials will be provided in cooperation with NMSU.
- To provide a beef production contest that aligns with the New Mexico beef industry, with a focus on how ranchers manage the economic choices of beef production.
- To provide carcass data to participating New Mexico producers to inform breeding programs.

INTERPRETATION OF RULES

The Youth Feeder Contest Committee reserves the right to amend, add to and interpret the following Rules and Regulations; and to arbitrarily settle and determine all questions and differences in regard thereto, or otherwise arising out of, connected with, or incident to the contest.

ELIGIBILITY

1. Only bona fide 4-H and FFA members in New Mexico are eligible to enter. 4-H members must be enrolled in the NM Feeder Beef Project.
 - a. If not currently members of either, the NMYBC committee can assist you in getting enrolled at no cost.
2. Youth who have not reached their 19th birthday as of January 1st of the current year or are 8 (eight) years old and entering/entered the 3rd grade are eligible.

ENTRY

1. All online entry applications with payment are due September 15, 2023. If mailing in an application with a check, they must be received by September 30th to be fully entered in the contest.
2. Checks can be made payable to NMSU College of ACES
3. The entire amount is non-refundable if a participant drops out.
4. Entry forms and payment can be completed online @ <https://nmyouthbeef.nmsu.edu/> or hard copies of the application may be obtained from the Youth Feeder Contest Committee by emailing nmyouth@nmsu.edu

- a. Hard copy applications can be delivered or mailed to:

ACES
c/o Dr. Frannie Miller
MSC 3169 PO Box 30003
Las Cruces, NM 88003

GENERAL

1. Only steers are eligible to be entered into this competition. Contestants must validate their steers no later than October 15th, 2023. There are three options for ownership: 1) outright individual ownership; 2) partnership with a ranch; 3) family team ownership.
2. Steers must be New Mexico bred.
3. **Validation consists of the steer being identified by placing a producer tag in the right ear. (tag will be cut out and replaced at feedlot). A committee of three led by Craig Gifford will assign the beginning market value to each steer. This value will be the one used as the purchase price in your record book. Participants need to provide an exact weight, take a photo of the steer from all angles (left profile, right profile, rear view, top view, and front view) and a 2-3 minute video of the steer. Participants are responsible for emailing the photos and videos to the contest committee by October 15, 2023.**
4. Contestants can enter 1, 2, or 3 steers in this contest. Ownership of multiple steers will be judged based on the average performance of the pen.
5. Contestants are responsible to feed/care for steers from date of purchase to mid-March 2024. Calves must weigh between 800 to 900 lbs by March 2024.
6. Calves will then be delivered to a designated feeding location.
7. Notification of the selected feedlot will be made by January 15, 2024.
8. Calves will be fed to 1250 to 1300 lbs and shipped to a designated processing facility.
9. Notification of processing facility will be made by June 1st 2024. Participants are responsible for processing fees. The meat will be returned to participants after harvesting. Ideally, barring any issues, meat will be labeled USDA certified. Participants can retain meat for consumption or sell to consumers.

Ranch Partner

For those individuals that do not have facilities to feed and care for a steer, a partnership can be made with a regionally located ranch. Cattle will be fed and housed by the rancher, the participant will own the steer, and participant and rancher will exchange information to include in the record books; including feed costs, gains, feedlot performance, and carcass quality. **If you are interested in finding a ranch partner, please indicate on the application.**

Family Team

This option will allow brothers and sisters from a single family to share a single animal entry together. Teams will be responsible for the care of the animal, keep individual records, and individually participate in the advocacy portion of the contest. Entry cost will remain at \$50.00 per sibling. **Notification of participating as a team should be made by emailing nmyouth@nmsu.edu**

Cattle Eligibility

1. Participants must purchase/obtain a New Mexico spring born calf no later than October 15, 2023. Participants are allowed to obtain a calf from their personal family operation. If a participant needs help finding a producer to purchase a calf from, please contact the committee.
2. Only New Mexico produced calves are eligible to be entered into this contest.
3. Calves must weigh a minimum of 500 pounds when validated.
4. Cattle must be fully vaccinated.
 - a. 7 way (8 way recommended with Somnus spur)
 - b. Modified live 5 way viral
 - c. Wormed
5. Growth hormones are permitted, but not required.
6. Steers must be polled, dehorned or horn tipped, per standard feed yard practices.
7. The participant is responsible for feeding their calf out until mid-March
8. Recognition awards will be based off of animal performance, carcass quality, economic performance, and electronic records.

Estimated costs of the project

➤ Current market value of the calf (approximate cost for a 550 lb calf)	\$1500
➤ Feed at home for 150 days (highly variable)	\$400 - \$500
➤ Feed, health, labor cost at feedlot (depends on intake and feed prices)	\$800 - \$1000
➤ Processing (depends on end wt of calf and facility)	\$1000
➤ Travel for programs and hauling steers	\$500
➤ TOTAL	\$4300-\$4500/h

*Costs are only **estimates** but may change depending on market conditions.*

WORKSHOPS

Public Speaking Workshop and NMSU Animal Science Workshop

Junior Quality Assurance

Financing Beef Production and Record Keeping

Video and Poster Workshop

Carcass Evaluation

ANIMAL PERFORMANCE

1. Animal performance will be measured by average daily gain (ADG)
2. Participants will be ranked in order from the highest ADG to lowest ADG
3. Electronic records to date will be used to determine rankings
4. Participants are expected to report animal performance accurately. Any discrepancies in records will result in removal from contest.
5. Participants will be ranked in order from the best feed conversion to poorest feed conversion

ECONOMIC PERFORMANCE

1. Economic performance will be measured by cost of gain
2. Participants will be ranked in order from the lowest cost of gain to the highest cost of gain
3. Electronic records to date will be used to determine rankings.
4. Participants are expected to report costs accurately. Any discrepancies in records will result in removal from contest.

CARCASS DATA

The Youth Beef Feeder Contest committee believes in emphasizing the end product of the beef industry. This provides a valuable educational component to this contest. Carcass data will be collected on:

- Ribeye area
 - Degree of marbling
 - USDA Carcass Grade
 - Percentage of Kidney and Pelvic Fat
 - USDA Yield Grade
1. The relative industry value of the collected carcass data will be used to determine placing.
 2. The decision of the judges shall be final.

ELECTRONIC RECORDS TO DATE

1. Electronic records must use the developed Excel sheet provided.
2. Electronic records should be your own personal work
3. Electronic records should be completed up to the date that it is turned in, with records up to date.
4. Missing information will result in lost points
5. Any discrepancies in records will result in removal from contest.
6. Electronic records to date must be submitted 15 days post processing to nmyouth@nmsu.edu.

BEEF INDUSTRY ADVOCACY

SPEECH

1. Participants can prepare a speech on any topic relative to the beef industry. Topic is not required to be 4-H or FFA related but must be of interest to youth.
2. Participants may not use any costumes, posters, visual aids, or props for their presentations.
3. Each speech will be timed. Two points will be deducted for each 30 seconds over or under the time limit.
 - a. Participants from the ages of 8 to 13 are required to give a speech between 4 to 6 minutes in duration.
 - b. Participants from the ages of 14 to 18 are required to give a speech between 6 to 8 minutes in duration.
4. Following the end of the speech, judges will have 2 minutes to ask questions.
5. Contestants may use notes. However, excessive use of notes may be counted against the participants. This will be at the discretion of the judges.
6. Contestant order will be determined by a random drawing at the time of the contests.
7. Ties will be broken by the judges.

PROMOTIONAL VIDEO

1. Exhibitors create a short video to promote the Youth Beef Feeder Contest and New Mexico beef production in general.
2. Exhibitors must have a signed media release for themselves, as well as any other participants in the video. The media release is on the last page of the rules or it can be obtained from nmyouth@nmsu.edu.
3. Videos must be 1 minute to 3 minutes long.
4. Video must include a title.
5. Be creative and show your personality, but make sure video follows general 4-H or FFA rules about civil behavior and language.
6. The audience is assumed to be the general public. Video must represent beef production and reference the Youth Beef Feeder Contest.
7. Videos become property of the New Mexico Youth Beef Feeder Contest with rights to publish for promotion or training.
8. Videos must be available to add to the College of ACES YouTube channel. Program sponsors also have rights to use the videos as they see fit.
9. Exhibitors are required to upload the video to YouTube as a publicly available video. The Youtube video link must be emailed to nmyouth@nmsu.edu on or before June 2024.

EDUCATIONAL POSTER

1. Exhibitors will create an Educational Poster.
2. The purpose of the posters is to educate the general public about the animal industry.
3. Requirements:
 - a. Posters must use the developed template obtained from the committee.
 - b. Poster must relate to the New Mexico beef industry
 - c. Poster must have a Title.
 - d. If any resources (such as journals, websites) are used, they must be cited on the poster.
 - e. Posters will be disqualified for: incorrect template, plagiarism
 - f. Poster must recognize the New Mexico ranch that the calf came from.
 - g. Posters are not to be reused by the contestant in the New Mexico Youth Beef Contest in future years.
 - h. Posters are required to be digitally submitted by emailing a copy to nmyouth@nmsu.edu.

All posters become property of the New Mexico Beef Feeder Contest with rights to publish for promotion or training. The contest committee has the rights to share the posters with sale barns, extension offices, etc.

What You'll Learn

BEEF QUALITY ASSURANCE (BQA)

1. Beef Quality Assurance training is required.
2. Training is free and certification is good for three (3) years.
3. Each exhibitor will be mailed their BQA certificate upon completion of workshop and test.
4. Exhibitors who already have their BQA certification are eligible to be exempt. If those participants choose to attend the workshop, they will receive CEU credit.

RECORD BOOK

1. Record book must be from the developed Excel sheet provided by the committee. All records must be entered using this Excel sheet.
2. The record book should be your own personal work.
3. The record book should be completed up to the date that it is turned in, with records up to date.
4. All components must be completely filled out. Missing information will result in lost points.
5. Any discrepancies in records will result in removal from contest.
6. Record books must be submitted by September 16, 2024 to nmyouth@nmsu.edu.
7. The "record book" category will also include answers to questions asking students to interpret the financial and production records they have compiled.

AWARDS

The Youth Feeder Contest Committee believes in the value and importance of participation in all educational opportunities offered through animal projects. Achievement awards will be given to recognize youth for their participation in a wide variety of educational events. Awards will be given out in both Phase I and Phase II. Please note: All participation during Phase I is mandatory. Some areas of participation during Phase II are mandatory and some are optional. All points will be totaled, and participants will be ranked in order of points total.

POINT SYSTEM

Cattle Management and Performance

Animal Performance.....	0-50 points
Economic Performance.....	0-50 points
Record Book.....	0-100 points
Carcass Data.....	0-50 points
TOTAL POINTS POSSIBLE	250 points

Beef Industry Advocacy

Educational Poster.....	0-50 points
Speech.....	0-100 points
Promotional Video	0-50 points

TOTAL POINTS POSSIBLE **200 points**

AWARDS MAY INCLUDE:

Scholarships, belt buckles, jackets, travel cups, and MORE!!

TENTATIVE SCHEDULE

➤ September 15 th , 2023	Entries/Payment Due
➤ October 15 th	Calves ownership verified
	Photos of calves sent to nmyouth@nmsu.edu
➤ October 30 th	Calf value validation provided
➤ November	Record book training
	Youth BQA training
➤ December	Speech/poster/video training session
➤ February, 2024	Speech/poster presentations – location TBD
➤ March	Steer delivery to feedlot – location TBD
➤ June	Video Uploads Due
➤ August/September	Calves harvested – location TBD
➤ September, 2024	Record book training review
	Award Ceremony – Location TBD

SPEECH SCORING RUBRIC (8 TO 13 YEAR OLDS)

This rubric lists the criteria of judging for your speech and will be used as the scoring tool for the judges. It was developed to inform you as to how your speech will be evaluated.

Name of Contestant: _____

Title of Speech: _____

Speech Items	Excellent	Very Good	Good	Fair
Point Value	25-20	19-14	13-8	7-1
Content Is the information accurate the topic of interest to the audience?				
Organization Does the speech have an introduction, body, and conclusion?				
Presentation Enthusiasm, eye contract, voice, poise				
Effectiveness Was the speech effective? Was a goal achieved? (i.e.- Did it persuade or inform the audience?				
TOTAL				

Time of Speech: _____ minutes _____ seconds

TOTAL POINTS: _____

Deduction for time: _____

FINAL SCORE: _____

Time limit is 4 to 6 minutes. Penalty of 2 points for each 30 seconds over or under on time.

Comments:

SPEECH SCORING RUBRIC (14 TO 18 YEAR OLDS)

This rubric lists the criteria of judging for your speech and will be used as the scoring tool for the judges. It was developed to inform you as to how your speech will be evaluated.

Name of Contestant: _____

Title of Speech: _____

SCORING	Excel.	Good	Fair	Needs Improv.	Comments (additional comments may be made on the back)
General Appearance (10 points possible):					
Posture & Poise	5	4 3	2	1	
Appropriate Dress, No Visible Distractions	5	4 3	2	1	
Projection to Audience (10 points possible):					
Eye contact & Facial expressions	5	4 3	2	1	
Body control, Gestures	5	4 3	2	1	
Voice Control (15 points possible):					
Pitch, Volume	5	4 3	2	1	
Inflection, Emphasis	5	4 3	2	1	
Articulation	5	4 3	2	1	
Pronunciation and Enunciation (10 points possible):	10 9	8 7 6	5 4 3	2 1	
Language Effectiveness (10 points possible);					
Appropriate Words	5	4 3	2	1	
Skill in using Meaningful Quotes	5	4 3	2	1	
Organization of Contents (25 points possible);					
Introductory Statement of Key Points	5	4 3	2	1	
Introduction gains attention	5	4 3	2	1	
Body- Development of Key Points	5	4 3	2	1	
Conclusion- Summary of Key Points	5	4 3	2	1	
Statement & Coverage of Topic	5	4 3	2	1	
Overall Quality (20 points possible):					
Originality	5	4 3	2	1	
Appropriate Topic	5	4 3	2	1	
Skill in Use of Notes	5	4 3	2	1	
Topic Coverage	5	4 3	2	1	
Column Total					

Time of Speech: _____ minutes _____ seconds

TOTAL POINTS: _____

Deduction for time: _____

FINAL SCORE: _____

Time limit is 6 to 8 minutes. Penalty of 2 points for each 30 seconds over or under on time.

PROMOTIONAL VIDEO SCORING RUBRIC

This rubric lists the criteria of judging of your promotional video and will be used as the scoring tool for the judges. It was developed to inform you as to how your video will be evaluated.

Name of Contestant: _____

Title of Video: _____

Possible Points	5	4-3	2-1
Content/ Organization (20)	The content includes a clear theme relating to the NM beef industry. A rich variety of supporting information in the video contributes to the understanding of the video's main idea. Messages are presented in a logical order. Video is 1 to 3 minutes. Video references the NM Youth Beef Feeder Contest.	The content presents a relatively clear stated theme. Accurate and current supporting information is present. Details are logical and effectively used. Video is within the time limit and references the contest.	Content lacks a central theme, is vague, and much of the information is irrelevant to the overall message. No unifying main idea. Video is out of the 1 to 3 minute time frame. Video does not reference contest.
Quality (10)	Video had all required elements. The video was well edited and moves smoothly from scene to scene with proper use of transitions. Audio and other enhancements were well used.	Video contained all required items. Editing was fair. Video is still somewhat choppy. Audio and other enhancements were utilized, but not for maximum effect.	Video contained very little or no editing. Video was very fragmented and choppy with little to no audio reinforcement.
Appeal (10)	The video hooks the viewer from the beginning, and clearly introduces the topic and other relevant details	The video evokes a moderate interest/ response from the viewer and clearly introduces the topic and other relevant details	The video is unclear and does not introduce the topic or other relevant details
Creativity (20)	The video abundantly shows uniqueness and individuality	The video moderately shows uniqueness and individuality	The video lacks uniqueness and individuality
TOTAL (50)			

**** Videos that are not publicly uploaded to YouTube will be disqualified**

EDUCATIONAL POSTER SCORING RUBRIC

This rubric lists the criteria of judging of your poster and will be used as the scoring tool for the judges. It was developed to inform you as to how your poster will be evaluated.

Possible Points	5	4-3	2-1	0
Required Elements (10)	All required elements are included on the poster *Name *Title *Relates to the NM beef industry *Recognizes the NM ranch the participant's calf came from *Uses template *No plagiarism	All but 1 of the requirements elements are included on the poster	Several required elements are missing	DQ: Did not use the provided poster template DQ: Plagiarism DQ: Previously judging poster from prior years
Labels (5)			Labels are too small to read	No labeling on pictures or items
Content-Information Accuracy (10)			Pictures only, no text Text only, no pictures	Minimal information
Attractiveness (10)	The poster is exceptionally attractive in terms of creativeness and neatness	The poster is acceptable	The poster is messy	The poster is not attractive
Grammar/Spelling (5)	There are NO grammatical/spelling mistakes on the poster.	There is 1-2 grammatical/spelling mistakes on the poster	There is 3-4 grammatical/spelling mistakes on the poster	There is more than 4 grammatical/spelling mistakes on the poster
Effort (10)	More information, good use of space Much time expended	Re-phrased and in own words	Minimum effort with some copy/paste text or few pictures on poster	Black/white only Little effort
TOTAL (50)				