



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 October 1, 2024. If mailing in an application with a check, they must be received by October 15th 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 November 15th, 2024. 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 Marcy Ward 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) or a 2-3 minute video of the steer. Participants are responsible for emailing the photos and videos to the contest committee by November 15, 2024.**
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 2025. Calves must weigh between 800 to 900 lbs by March 2025
6. Calves will then be delivered to the Rex Kirksey Ag Science Center in Tucumcari, NM. They will be fed there for 60 days to measure intake and efficiency.
7. After 60 days, cattle will be transported to the Western Beef Marketing feedyard, located in Clayton, NM to be finished (at a lower cost).
8. Calves will be fed to 1300 - 1350 lbs and will shipped to a designated USDA processing facility. Cattle will be sold on the grid and carcass data will be collected at the facility.
9. Participants may choose to market their cattle differently, however, this will take them out of qualifying for the overall producer contest.

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 30, 2024. 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
➤ <i>Processing (depends on end wt of calf and facility)</i>	\$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 2025.

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)

Participants will be trained in best animal health and handling practices.

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, 2025 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
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AWARDS MAY INCLUDE:

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

TENTATIVE SCHEDULE

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| ➤ October 1, 2024 | Entries/Payment Due |
| ➤ October 30th | Calves ownership verified |
| | Photos of calves sent to nmyouth@nmsu.edu |
| ➤ November 15th | Calf value validation provided |
| ➤ November | Record book training |
| | Youth BQA training |
| ➤ December | Speech/poster/video training session |
| ➤ February, 2025 | Speech/poster presentations – location TBD |
| ➤ March | Steer delivery to feedlot – location TBD |
| ➤ June | Video Uploads Due |
| | Contest steers delivered to Western Beef Marketing, Clovis, NM |
| ➤ August/September | Calves harvested – location TBD |
| ➤ September, 2025 | Record book training review |
| | Award Ceremony – Location TBD |