

2018 World Beef Expo Youth Sweepstakes Contest

Divisions

- 1: Photography Meme Contest
- 2: Public Speaking Contest
- 3: Skillathon Contest
- 4: Judging Contest

Division 1: Photography Meme Contest

RULES

Picture can range from 4x6 to 8x10 and each exhibitor can enter up to 2 photograph memes. Entries should be **original work**. Subject of the photographs may include but are not limited to animals, people, natural landscape, farmscape, sunrise, sunset, etc. The internet meme is an activity, concept, or catchphrase that in this case would be applied to the photograph. Some examples of popular ag memes are below. The memes can be serious or funny but should be related to agriculture. The contestant's name and age must be labeled on the back of the photograph. If the picture is not within these guidelines, it will not be considered for judging.

TIME:

Entries will be accepted between 5:00 pm on Friday and 10:00 am on Saturday. Entries can be submitted on Friday to the Entry Office and on Saturday at the Wisconsin Ag Products Pavilion.

SCORING = 100 pts (50 pts each meme)

- Message of Meme - 30 pts
- Photograph Quality (composition and subject) - 20 pts



Division 2: Public Speaking Contest

RULES

Prepare a **3-minute speech** to be given to someone who is not familiar with agriculture or these topics. The speech must be at least 2:50 minutes and points will be docked for every 10 sec. outside of 2:50-3:00 minutes. Contestants should be prepared to answer questions at the end of the speech. Contestant will only be allowed 5 minutes per judging. Participants may use notecards, but this is highly discouraged and points may be deducted in older age groups. No visual aids are permitted.

Beginner/Junior (Ages 8-15) – Select one of these topics

- *What lessons have you learned by raising beef cattle?*
- *What is your favorite breed of cattle and why?*
- *I am a consumer can you explain to me the lifecycle of a beef animal from pasture to plate?*
- *What are some benefits to including beef in your diet?*

Intermediate/Senior (Ages 16-21) Select one of these topics

- *What are the major differences between grain- and grass-fed beef? And what would you recommend to consumer asking which one they should purchase.*
- *What is your favorite cut of beef and what is your favorite way to prepare it?*
- *As a consumer I am concerned about antibiotic use. How are antibiotics used in beef cattle production and should I be concerned when consuming US beef?*
- *What are some tools I can use in selection of either replacements heifers or breeding bulls for my herd?*

TIME:

On Friday a sign-up will be made available at the entry office for contestants to sign-up for a time to be judged on Saturday between 8:00 am and 12:00 pm.

SCORING = 200 pts total

- Organization and development of content (logical order and unity, accomplishment of purpose) - 80 pts
- Delivery – speaking without hesitation, tone, command of audience, eye contact – 80 pts
- Command of questions – 40 pts

Division 3: Skillathon Contest

RULES

The skillathon contest will consist of 3 stations. Once a contestant has started the skillathon contest you must complete the contest. The stations will be available in the Wisconsin Products Building from 8 am to 1:00 pm on Saturday. On Friday in the Entry Office, contestants can reserve a time to start the skillathon for Saturday morning, then other contestants will be able to complete on a first-come-first serve basis.

The 3 stations for the 2018 contest will be:

- 1) Beef Cattle Handling Guidelines
- 2) Genetic Selection
- 3) Beef Cattle Productions Systems/Lifecycle

TIME:

The stations will be available in the Wisconsin Products Building from 8 am to 12 pm on Saturday.

SCORING = 300 pts total

Each of the skillathon stations will be 100 points

RESOURCES:

- <https://www.beef.org/beef-lifecycle/index.html>
- http://aglifesciences.tamu.edu/skillathon/wp-content/uploads/sites/44/2015/10/SALE-Beef-Skillathon-Study-Guide_1_updated.pdf
- http://www.livestockdialogue.org/fileadmin/templates/res_livestock/docs/workshop/2012_02_April_Rome/beef_sector.pdf
- https://www.bqa.org/Media/BQA/Docs/cchg2015_final.pdf
- <http://www.grandin.com/references/new.corral.html>
- <http://effectivestockmanship.com/PDFs/CattleHandlingPointers-7-18-16.pdf>
- <https://beef.unl.edu/genetics-selection-tools-in-beef-cattle-epds-and-antagonisms-webinar>
- <https://beef.unl.edu/genetics-selection-tools-in-beef-cattle-economic-indexes>

Division 4: Judging Contest

RULES

The contest will contain 2-3 classes of market steers, breeding heifers, or prospect calves. At least 1 class will have questions.

TIME:

A Judging Contest will start at 4 pm and contestants should meet at 3:45 pm at the Wisconsin Ag Products Pavilion for instructions. Contestants will register and receive judging packets from 8:00 am to 1:00 pm in the Wisconsin Ag Products Pavilion.

SCORING = 200 pts total

There will be 3 judging classes worth 50 points each and 1 set of questions worth 50 points