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2026 Texas State Show

Contest Handbook

Overview:

Exhibitors at the 2026 State Show will be allowed to compete in educational contests providing career readiness skills, as well as skills for their future in the agriculture industry. The contests are as follows:

- Job Interview (seniors and intermediate only) - 200 pts
- Skills (peewee and junior only) - 200 pts
- Sales Talk - 100 pts
- Cattlemen's Conversation - 100 pts
- Cattlemen's Quiz - 100 pts
- Photography (online) - 100 pts
- Graphic Design (online) - 100 pts
- Prepared Public Speaking - 100 pts
- Showmanship (showmanship points are outlined in the exhibitor handbook)

Exhibitors will accumulate points for every contest they compete in, and the top three from each age division will get a High Point Award at the banquet.

Included in the high point calculations are points for total sponsorships accumulated per exhibitor. We include this in the high point calculations to help raise money for the show by sponsors, and this incentivises kids to go out and get sponsorships to help boost their high point scores.

Specific Contest rules will be found below.

Job Interview

This contest is **ONLY FOR SENIORS AND INTERMEDIATES**

The job interview contest is one we all love. This contest gives exhibitors a chance to have a mock interview with an industry profession for any job they desire. This contest emphasises the use of a resume and cover letter in the workplace, and ensures our exhibitors are workplace ready.

- The interview will be 3-8 minutes long
- Resumes and cover letters are encouraged but not required (50 points will be deducted per item missing)
- All scores are based off of the judges standards and the provided rubric.
- All decisions are solely the judges, and final once points are tabulated.

Job Interview : Senior/Intermediate		
Name:		
Skill	Points Possible	Points earned
Professional Appearance	10	
First Impression: firm handshake, introduces oneself professionally, appropriate greeting, good body language	20	
Response to questions: Uses appropriate language, uses examples, uses logic, in depth responses	25	
Communication Skills: Persuasive, confident, good volume, enunciation, poised, sincere	25	
Conclusion: asks questions, clarified next steps, appropriate thanks and exit	20	
Resume	50	
Cover Letter	50	
		Total ____/200
Resume and cover letter are judged based off of the judges preference as an industry leader		

Skills Contest

This contest is for PeeWee and Juniors ONLY

The skills contest allows our younger exhibitors the opportunity to showcase real world skills in a setting that helps encourage growth. The skills contest will be judged using only a rubric that will be posted below.

- There is no time limit for the skills contest.
- All scores are final once points have been tabulated.
- Students may only choose one skill to do during the demonstration.

Skills Demo : Deworming		
Criteria	Possible Points	Points Earned
Student determines the weight of the animal and the correct dosage.	20	
Student removes the dosage chamber cap, and squeezes the bottle till the correct dosage is present in the chamber.	20	
Student shows the judge the correct dosage in the chamber.	20	
Student purs the solution down the backline of the animal, and replaces the cap on the bottle.	20	
Student explains the entire process to the judge	20	
		total ____/100

Skills Demo : Ear Tagging		
ID Number:		
Name:		
Criteria	Possible Points	Points Earned
Student loads the ear tag correctly with both pieces	15	
Student identifies the 3 ribs of the ear	15	
Student places the tag in the middle of the middle rib	15	
Student squeezes the applicator to tag the cow	15	
Student checks to ensure the tag is secure	15	
Student explains the entire process to the judge	25	
		total ___/100
EasyTag will be used. Tags and applicator provided		

Sales Talk

This contest allows exhibitors the chance to practice selling genetics, beef, embryos, cattle and more, to judges while helping grow their public speaking experience.

- 10 Minutes max per sales talk.
- There are no boundaries on what you sell, as long as it is agriculture related.
- You may use a photo, slide show, or live animal if you choose to do so.

Sales Talk		
Name:		
Criteria	Possible Points	Points Earned
Time: Falls between 3-10 minutes	10	
Peronal affects: Eye contact, flow of information, organization	30	
Information: Student is well informed on the topic, and uses real life examples (10pt deduction if no examples are used)	30	
Props: Student utilized a prop in the speech (poster, registration paper, printout, etc.)	10	
Voice control: Student has a good speaking voivce, speaks clearly, and slowly for the listener	20	
Conclusion: Student used a solid conclusion, and a proper exit strategy.	20	
		Total ___/100

Cattlemen's Conversation

This contest allows exhibitors the opportunity to talk about real world problems, with real world producers. The contest includes 5 questions that will be given out at check in to study, and seniors and intermediates will have 5 other questions that will be asked at the judges discretion.

- Juniors will have 5 questions that will be received in the packet at check in.
- Seniors and intermediates will have an additional 5 questions used by the judges.
- 10 minute time limit.
- Points are final once all points have been tabulated.

Cattlemen's Conversation		
ID Number:		
Name:		
Indicator	Points Possible	Points earned
Response to questions: Uses appropriate language, cites examples, Responses are logical and in depth	30	
Communication Skills: Persuasive, confident, good volume, enunciation, poised, sincere	30	
Overall effectiveness: The student conveyed a thorough depth of knowledge in a conversational manner.	40	
		total _____/100
10 Minute time limit for all age divisions		
Juniors will have 5 questions		
Intermediates will have 5 questions		
Seniors will have 10 questions. 5 used by the intermediates, and 5 created by the judges.		
The same rubric is used for all age divisions.		

Cattlemen's Conversation Questions:

Junior and PeeWee

1. What is your favorite part of showing braunvieh cattle?
2. What is your favorite show and why?
3. What are the largest input costs on your operation, and how does that affect the cost of cattle coming off of your farm?
4. What is the biggest issue impacting the braunvieh breed today, in your opinion?
5. What is hybrid vigor, and how do you implement this in your herd at home?

Intermediate

1. How do you implement hybrid vigor into your herd, and how does it affect cattle sales in the show world?
2. What is the biggest input cost on your farm, and how can you reduce these costs?
3. How do braunvieh compare to black hided animals from a commercial standpoint?
4. In a drought year, what is one of the main things you have to ensure your cattle have to still be productive, and why?
5. What makes a braunvieh bull stand out over an angus bull, in your opinion?

Senior

1. What does crisis management look like on your operation, specifically when you have a freeze and you're having water issues? What are the steps you take to get water to your animals?
2. If you're at a show, and you have a calf bloat, what would you do to stop the bloating? What will happen if you don't catch the bloat in time? What causes bloat?
3. What is your protocol for an animal that has a prolonged cough, and why?
4. Why is it bad to use the anti-inflammatory drug known as Dex on a bred cow?
5. Why is hybrid vigor important to have in the Braunvieh breed, specifically in south texas?

Cattlemen's Quiz

Although this is a new contest this year, some of our elder braunvieh members will remember doing the cattlemen's quiz years back. We are bringing this back to ensure our exhibitors are being tested on their basic knowledge of the braunvieh breed, and current events in the beef industry.

- 1 hour time limit
- Scantrons will be passed out and color coded by age group.
- Different age groups will have different tests.
- No judges will be used. All scantrons will be scanned into the app and graded virtually by the software.
- Pencils will be provided when the contest starts.
- If your exhibitor needs someone to read the test to them/fill in a scantron, we will have volunteers at the show to help with that.
- All points are final once scored through the app.
- If the exhibitor does not fill out the scantron correctly, the show committee will not be held responsible for answers counted wrong.

All questions will come from 1) Digital Beef, 2) 4H beef Cattle Study Guides over the last 3 years, 3) Beef Quiz Bowl Questions on Quizlet.

We are providing this information to make it fair for every exhibitor competing in the quiz to have a fair shot at scoring as high as they can.

Photography and Graphic Design

These are 2 separate contests

These contests are designed to let our exhibitors' creative sides come out for all to see. The photography and graphic design contests allow exhibitors to use digital media to inform the world of the agriculture industry as they see it.

Photography:

- One entry per exhibitor in the drop box no later than April 1.
- Photo must not be altered by AI AT ALL! If we find it is altered using AI it will be removed from the contest.
- All exhibitors will be judged using the same rubric for all age divisions

Graphic Design:

- One entry per exhibitor in the drop box no later than April 1.
- Graphic design must be created solely by the exhibitor.
- No use of AI allowed. If we find it has been created using AI it will be removed from the contest.
- All exhibitors will be judged using the same rubric for all age divisions.
- Must be an advertisement/flyer promoting a ranch, cattle, the braunvieh breed, or agriculture in general.

Graphic Design		
Name:		
Criteria	Points Possible	Points Earned
Creativity: Displays a degree of difficulty, Approached the subject matter in a unique way	20	
Design: Flows, has depth	20	
Message: Compelling, and Bold	20	
Grammar: Free of errors	20	
Overall effectiveness: Do all elements work together to create a visually pleasing advertisement piece	20	
		Total ____/100

Criteria	Possible Points	Points Earned
Creativity, communication	15	
Composition	15	
Highlights Braunvieh cattle or events	10	
Stirs interest	15	
Properly exposed	15	
Colors are true	15	
Image is in focus	15	
		Total ____/100

Prepared Public Speaking

The purpose of this contest is to push exhibitors out of their comfort zones, and allow them to speak freely about any topic they chose as long as it is agriculture related. Public speaking is important in many aspects of life, and we feel allowing exhibitors to test the waters and get feedback may boost their ability to speak to crowds in the future.

- Speech will be 2-4 minutes long. Any time over 4 minutes will result in a deduction of points.
- Content can cover any topic in the agriculture field.
- One prop necessary (flyer, information packet, picture, newspaper, etc.)

Speech		
Name:		
Criteria	Possible Points	Points Earned
Time: Speech falls between 2-4 minutes	10	
Peronal affects: Eye contact, flow of information, organization	30	
Information: Student is well informed on the topic, and uses real life examples in speech (10pt deduction if no examples are used)	30	
Props: Student utilized a prop in the speech (poster, registration paper, printout, etc.)	10	
Voice control: Student has a good speaking voivce, speaks clearly, and slowly for the listener	20	
Conclusion: Student used a solid conclusion, finishing the speech with the main topic from the beginning	20	
		Total ____/100
If the speech does not fall between 2-4 minutes the full 10 points will be deducted		

Showmanship

Showmanship is one of the favorite contests at a cattle show and we believe applying points for showmanship should be mandatory for high point awards due to the extreme skill it takes to win a showmanship contest.

- 10 points for every exhibitor to enter the ring.
- 11 pts for 5th place
- 12 pts for 4th place
- 13 pts for 3rd place
- 14 pts for second place
- 15 pts for first place

Showmanship will be judged by one individual judge, and no disputes may be made about the judgement, only disputes about rules will be heard.

Major Showmanship Rules:

- Exhibitors must use a calf registered to show in their own name. (May not use another exhibitors animal)
- You may use any animal you see fit including bulls, steers, pairs, and heifers.
- Showmanship is a NO FIT Show. If we find your animal has been fit with any product, you will be disqualified and points taken away.

ANY EXHIBITOR FOUND TO BE BREAKING THE SHOWMANSHIP RULES WILL FOREFIT POINTS, AND BE DISQUALIFIED FROM SHOWMANSHIP.

High Point Exhibitor

This year we will be awarding top 3 high point exhibitor awards for all 4 age groups. This gives an opportunity for three people from every age group to be recognised for their excellence in the contests they competed in.

High Point will be tabulated as follows:

- Points will be accumulated throughout the week based on amount of contents participated in, and placing in said contest
- You DO NOT have to compete in all contests to be eligible for high point.
- Job Interview and Skills contest are worth 200pts.
- All other contests are worth 100pts excluding showmanship
- Showmanship will all receive 10 points unless you place in top 5
- Top five showmanship exhibitors will receive one extra point per placing, 1st-15pts, 2nd-14pts, 3rd-13pts, 4th-12pts, 5th-11pts.
- Sponsorships will also be included in high point (See sponsorship form in exhibitor handbook)

All points will be tabulated by the show committee after the conclusion of all contests, and before the banquet.

**ALL TABULATIONS ARE FINAL AND UP TO THE SHOW COMMITTEE.
DISPUTES MUST BE MADE IN WRITING WITHIN 24 HOURS OF THE
CONCLUSION OF THE BANQUET.**