



"We see youth as capable...it's our thing!"

AGENDA

Wednesday, Aug 14, 2019

9:30 a.m.	NYC Registration for all competitions	NYC participants
10:00 – 12:00 p.m.	Move In and Registration	
12:00 p.m.	Practical Skills	NYC Juniors
	The 'Bull' Pen	NYC Seniors
2:30 p.m.	Youth Agricultural Blog Competition	Senior All Breeds
	Youth Maker Competition	Junior and Senior All Breeds
7:00 p.m.	All Breeds Carnival	Fun for everyone

** Herdsman Award judging begins Wednesday evening through to Saturday conclusion.

Thursday, Aug 15, 2019

7:00 p.m.	Orientation	All Breeds & Senior and Junior NYC
8:30 a.m.	Clipping and Pee Wee Clipping/Grooming	NYC, All Breeds
10:00 a.m.	Pee Wee Cow Camp Begins	Pee Wees
10:30 a.m.	Grooming	NYC, All Breeds
1:30 p.m.	Western Canadian Show Team Judging	Junior Division
	Showmanship	Senior All Breeds/NYC
6:00 p.m.	Supper	<i>Provided</i>
7:00 p.m.	Family Dance!(Adult and Youth)	Fun for Everyone

Friday, Aug 16, 2019

8:30 a.m.	Announcements and Instructions	
9:00 a.m.	Western Canadian Show Team Judging	Senior Division
	Showmanship	Junior All Breeds/NYC, Pee Wee
10:00 a.m.	Pee Wee Cow Camp Begins	Pee Wees
2:00 p.m.	"Heads Up" Yearling Heifer Bracket Tournament	
5:30 p.m.	Supper	<i>Provided</i>
7:00 p.m.	Award Presentations	

Saturday, Aug 17, 2019

9:00 a.m.	2019 Canadian National "All Breeds" Junior Show
Followed by	UFA Youth Supreme Quest
	Announcement of National Young Cattleman of the Year

Competition Preparation and Descriptions

Showmanship

Participants are judged on their ability to present and show their livestock. This competition will happen simultaneously with the Western Canadian Judging Competition. **NYC, All Breeds**

Western Canadian Show Team Judging

This year's competition has changed its format! Junior qualifying teams will compete on Thursday, August 15 and Seniors will compete on Friday, August 16. Top 5 and Grand Champions will be announced at the Awards banquet Friday evening!

Team Judging Teams

Clipping

Animal can be washed but must not be recently clipped prior to competition. Points are awarded based on the visual difference your clipping made to the presentation of the animal. Participant must provide animal for competition **NYC, All Breeds**

Grooming

The grooming competition will be twenty minutes in length. Animals are to be washed and clipped prior to the competition but dressing prior to commencement will result in disqualification. Judges will evaluate on the use of equipment, knowledge, skill, involvement, final appearance and presentation of the heifer.

NYC, All Breeds

Senior Agricultural Blog Competition (prepared)

The Global Roundtable for Sustainable Beef defines sustainable beef as a socially responsible, environmentally sound and economically viable product that prioritizes **Planet** (relevant principles: Natural Resources, Efficiency and Innovation, People and the Community); **People** (relevant principles: People and the Community and Food); **Animals** (relevant principle: Animal Health and Welfare); and **Progress** (relevant principles: **Natural Resources, People and the Community, Animal Health and Welfare, Food, Efficiency and Innovation**). Blogs serve as a platform for people to voice their ideas, thoughts, and feelings. Choose one of those GRSB priorities to create a blog post that may be shared with the industry. **Senior All Breeds**

Youth Maker Competition (prepared)

Maker creativity is the stuff that changes the world. Whether you're making a pinewood derby car, a short movie, a videogame, a painting, a garden, a sweater, a science fair project, a school assignment, or practically anything else that required you to make something, this is your opportunity to show it off. Display your project and be prepared to answer four questions about what you learned over the course of the project build.

1. What did you make? (Tell the story of what you made and how it works. Why did you use the tools and materials you selected?)
2. How did you make it? (Tell us where you got the idea for the project. Did you work with anyone else? Did your plans and ideas change as you worked on the project?)
3. Where did you make it? (Home, school, somewhere else? How did this connect to other activities in your life?)
4. What did you learn? (Describe your biggest challenges and any surprises that arose during the build. What are you proudest of? If you had to do it again, what would you do differently?)

All Breeds

Herdsman Award

Displays are judged on things such as the neatness of the exhibit and immediate area, appearance of the animals, attractiveness of signs and the display area and the initiative and courtesy displayed by the contestant with dealing with the public and fellow exhibitors.

All Participants

Lady Elaine Yearling Heifer Bracket Tournament

Inspired by the US College March Madness Basketball Tournament there will be a Single Elimination Heifer show on Friday, August 16th at 2:00 p.m.

All 2018 born yearling heifers entered in the ALL Breeds Show, (including Purebred, Commercial, Peewee and Open heifers), will be automatically entered in the Bracket Tourney for free. It will be a "dry brush" show. Heifers will be placed in the tournament "bracket" by age, starting with the two youngest heifers and ending with the two oldest heifers.

Heifers will show in pairs with the winning heifer moving on to the next round. Prize money will be paid for each win, with the \$ amount increasing in each round, ultimately ending in a head to head showdown for one Grand Champion.

Copies of the tournament, and places to predict winners will be made available for purchase prior to the show. These brackets must be handed in and entered 15 minutes prior to the show starting. The junior division brackets will sell for \$5 and the Open Division Brackets will sell for \$20. Half the proceeds will go to the entry with the most predicted wins, half the proceeds will go to the All Breeds show as a Fundraiser.

Parents and All Participants

National Young Cattleman Competitors ONLY!

Practical Skills

The competition will be a series of practical activities reflective of skills that might be necessary to succeed in the farming or agricultural industry. No preparation is necessary as stations will not be made public until the beginning of the competition.

Participants will be scheduled throughout the time period so that you are not standing all afternoon waiting for your turn to come. The schedule will be posted by 11:00 a.m. Wednesday, August 14.

Junior NYC

The 'Bull' Pen

Objective:

Successful leaders and businesses often use "out of the box" thinking to tackle challenges – they find opportunities where others see barriers. In this activity, you will be creating a business opportunity and presenting it to a group of three investors from our "Bull Pen" (think Dragon's Den). We believe there are many different ways to forge successful careers and businesses in the agricultural industry. We want to put your creativity to the test and encourage you to push your own limits when it comes to imagining all the possibilities that exist in our industry. You will be required to choose three different items from our "Tack Box" that must be incorporated into your business idea. How you use them is up to you!

(cont.)

Who you will be presenting to:

“The Bull Pen”

You will be selling your business opportunity to a group of three “Bulls”. They will represent the following areas of our beef industry.

1. Seed Stock Producers
2. Commercial Cow-calf Producers
3. Feedlots
4. Retail/Restaurants

Participants will be scheduled throughout the time period so that you are not standing all afternoon waiting for your turn to come. The schedule will be posted by 11:00 a.m. Wednesday, August 14.

Now choose your items from each of the following tack boxes:

Tack Box #1

You must **pick one** of the following target markets to serve. Remember there is many opportunities and markets within each area, so think about all the opportunities that exist in each market place:

1. Seed Stock Producers
2. Commercial Cow-Calf Producers
3. Feedlots
4. Retail/Restaurants

Tack Box #2

You must **pick two** of the following items and incorporate them into your business:

1. 3D Printer
2. Embryos from a top Canadian producer
3. Live streaming technology
4. 15 acres of native grassland
5. Software application Photoshop
6. A Shopify online store front
7. 5 years worth of your own BIXS cattle data
8. A plane ride anywhere in the world
9. 2 hours of Andrew Campbells’s time
10. 2 hours of Temple Grandin’s time

FINAL TASK

Create a one page CONTENT marketing plan for Instagram and Facebook. (read further for a template)

The Bull Pen Competition will be evaluated on the following :

1. Your pitch
2. Your one page content marketing plan for Instagram or Facebook
3. One prepared example of content you would share on Instagram or Facebook about your business.

TEMPLATE FOR A CONTENT MARKETING PLAN

1. Brand – (what name are we using? What do we stand for?)
2. Goal – (Why do we need this and what is our goal?)
3. Target Audience – (Who do we want to address?)
4. Platform – (what is the right platform to reach our goal and target audience?)
5. Content – (What content do we offer that is appreciated by our target audience?)
6. Growth Strategy – (How do we get fans and followers? What is a measure of our success?)