



## California Beef Cattle Improvement Association 2022 Junior Producer Award Due March 15, 2022

This contest is designed to showcase what young producers are doing at home, and their future goals in the beef industry. The event is sponsored by the **California Beef Cattle Improvement Association (CBCIA) and the California Cattle Council**. Scoring for the contest will consist of three categories to be judged by a panel of at least three judges as outlined below:

**Eligibility:** The CBCIA Junior Producer Award eligibility requirements include:

1. A young cattle producer, between the ages 9 to 19 years of age as of January 1, 2022.
2. Currently have bred and owned registered heifer eligible to show: This includes a heifer born on or before June 30, 2021 and cannot be born before January 1, 2020.

**Educational Video:** Each applicant is required to submit via email to [cbcia.young.producer@gmail.com](mailto:cbcia.young.producer@gmail.com) a 15 second to 55 second video showcasing animal stewardship and care (e.g. feeding, veterinary care, reproduction, and genetics). The goal of the video is to profile management of your breeding program and serve as cattle industry education for the public. Videos become property of CBCIA and will be shared via social media, online, and other venues. The video will be worth 30% of the scoring for the award. These must be new, original videos and past videos clips submitted for the competition will not be accepted. Videos must be submitted via email (format example: MOV).

**Interview:** The panel of judges will select the top applicants to participate in a Zoom interview the week of March 21<sup>st</sup> in the evening. This interview will be based on a set of pre-determined questions composed by the judges. Each exhibitor will be asked the same questions to ensure fairness. The interview will last roughly 10 minutes. The interview will be worth 40% of the scoring for the award.

**Herd Book:** Applicants will submit a herd book via email to [cbcia.young.producer@gmail.com](mailto:cbcia.young.producer@gmail.com) for judges to review. The herd book is worth 30% of the scoring for the award. The herd book has no set guidelines, but should include at least the following:

- Contact Information: Name, birthdate, email, phone number, hometown, and mailing address.
- A one-page cover letter/bio of you and your program, include some future goals.
- Herd inventory of all registered animals that are in the applicant's name.
- Breeding decisions for next year, who are you breeding to and why?
- Registration Papers - Include at least one bred and owned heifer registration papers eligible to show. Heifer born on or before June 30, 2021 and cannot be born before January 1, 2020.
- What is your marketing strategy of your progeny? (e.g. Production sales, Consignment sales, Private treaty, Livestock market)
- Include an advertisement (1 page) of at least one animal that you have bred an owned. It can be a show heifer, donor cow, donor cow prospect, or a herd bull to be sold. The flyer should contain EPDs, pedigree information, and when and where this animal is to be marketed/sold. These must be new, original advertisement and past advertisements submitted for the competition will not be accepted.

**Photographs:** Submit to [cbcia.young.producer@gmail.com](mailto:cbcia.young.producer@gmail.com) with application a head shot and 2-3 photos of you with your cattle.

**Awards:** Awards will be at the discretion of the panel of judges and cannot be contested. **Applicants may win in more than one award category.**

First Place:	\$1,200
Second Place:	700
Third Place:	500
Fourth Place:	200
Best Video:	100
Best Interview:	100
Best Herd Book:	100
Jr. Young Producer Award (under 13 years old, as of January 1, 2021):	100
<b>Total Cash Awards</b>	<b>\$3,000</b>

All application items submitted become property of the CBCIA.

Application Overview: Email all items to [cbcia.young.producer@gmail.com](mailto:cbcia.young.producer@gmail.com) by March 15, 2022.

Photographs    Herd Book (registration paper(s))    Educational Video