



**California Beef Cattle Improvement Association (CBCIA)  
2021 Junior Producer Award – Due February 12, 2021**

This contest is designed to showcase what young producers are doing at home, and their future goals in the beef industry. 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, 2021.
2. Currently have bred and owned registered heifer eligible to show: This includes a heifer born on or before June 30, 2020 and cannot be born before January 1, 2019.

**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.

**Interview:** The panel of judges will select the top applicants to participate in a zoom interview the week of March 1, 2021. 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, 2020 and cannot be born before January 1, 2019.
- 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.

**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.

First Place: \$1,000

Second Place: \$500

Third Place: \$250

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 February 12, 2021.

- Photographs    Herd Book (registration papers)    Educational Video