

# Beef Industry Scholarship Challenge for Senior Team

## TEN STATIONS 25 MINUTES PER STATION

The Georgia Junior Cattlemen's Association will host the 6th annual Beef Industry Scholarship Challenge on June 11-12, 2010 at the University of Georgia in Athens, Ga. High school juniors and seniors from NCBA's Region II (GA, AL, MS, LA, FL, NC, SC, and TN) are invited to enter the competition.

Ten teams will be accepted to the competition, with preference given to Georgia residents. Teams will consist of three members and can be juniors and seniors in high school. **New** this year: Freshman and Sophomore aged participants can compete as a junior team. The BISC is a unique contest that focuses on the student's knowledge and skills in many areas of beef production management. Stations will cover a broad range of beef cattle management practices. Teams will work through the 10 challenging stations in a 25 minute rotation.

### Handling and Health

Team members will demonstrate cattle handling procedures, techniques and equipment. They will explain proper health related practices such as proper vaccination procedures and equipment selection, parasite control, castration procedures and other related practices.

### Nutrition

Team members will be given a scenario with mature cows to formulate rations that meet their daily requirements under specific situations. Students will explain cattle nutrient requirements, the nutrient value of feedstuffs and how to use information to determine what diet will be the best for the situation.

### Marketing

Exposes team members to various cattle marketing programs. Team members will identify the most profitable marketing scheme for a given situation through yield and quality grading for four or five live market animals.

### Seedstock Merchandising and Keep Cull Replacement Heifers

Team members will incorporate performance information, pedigrees and phenotypes into a private treaty sales situation. They will go through the process of identifying a buyer's needs and handling his or her objections or concerns.

Team members will evaluate the merit of performance data along with visual appraisal in order to select animals that will best fit a production scenario.

### Meat Identification

Being able to identify cuts of meat, determine retail cuts and know the proper cooking procedures of each cut, will provide team members with the knowledge and background needed to effectively communicate with today's consumers.

### Job Interview

Team members will prepare a cover letter and resume for an actual opening in the industry and participate in an actual interview with an industry professional. By participating in this station, young people will have the opportunity to explore career choices in the cattle industry.

### Beef Industry Issues

Team members will demonstrate media relations skills in response to a choice of current industry issues. Each team member will communicate a response to the public using one of three media venues: TV, radio or print.

### Reproduction

Students will identify and demonstrate, when needed, calving management practices such as precalving preparation, process parturition, dystocia, equipment involved in reproductive practices, synchronization techniques, artificial insemination, embryo transfer and other technologies in this field.

### Beef Management Challenge

This station will tie information gained from other stations of this competition together. Students will use their knowledge to provide various solutions to a given beef management challenge. They will be asked to weigh solutions and consequences.

### Credit and Finance

This station will provide experience in organizing, preparing and participating in an actual loan request. Students will demonstrate proper procedures when preparing loan documents.