

MINNESOTA STATE FAIR

NEWS RELEASE

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Minnesota Beef Expo Brings Together Midwest Cattle, Youth & Producers

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St. Paul, Minn. – Minnesota Beef Expo, an annual event that celebrates and promotes the beef industry, runs Thursday, Oct. 19, through Sunday, Oct. 22, in the Lee & Rose Warner Coliseum on the Minnesota State Fairgrounds. The event, which attracts participants from across the Midwest, includes educational workshops, youth contests, cattle sales, junior shows and a trade show. Admission is free and open to the public. The 2017 schedule of featured Minnesota Beef Expo events is as follows:

Thursday, Oct. 19

• *11:30 a.m.: Youth Knowledge Bowl*

Four-member teams participate in a quiz bowl competition that tests their knowledge of cattle and the beef industry.

• *2 p.m.: Sullivan Supply Stock Show University Seminar*

Fitting professors from the best fitters in the Midwest will lead an in-depth session on hair care and fitting.

• *4:30 p.m.: Ideas & Insights Symposium*

The evening will kick off with a panel discussion featuring elite Minnesota cattlemen (Dar Giess, President of North American South Devon Association; Tim Schiefelbein, Schiefelbein Farms; Jerry Delaney, Delaney Herefords Inc.) and the host of RFD TV's "Cattlemen to Cattlemen" series, Kevin Ochsner speaking about "Opportunities Ahead in the U.S. Beef Industry." Symposium participants will also have the opportunity to select two mini workshops to attend on Beef Quality Assurance (BQA), breeding, selection and nutrition. The evening concludes with Kevin Ochsner presenting his keynote address, "It's Your Bid," designed to motivate young people to invest their time, talents and treasures getting involved with the beef cattle industry. All ages are welcome to attend.

Friday, Oct. 20

• *9:15 a.m.: Judging Contest sponsored by Minnesota Farm Bureau*

Competitors in four age groups compete individually or in teams to evaluate breeding heifers, market steers and prospect calves.

• *12:30 p.m.: Sullivan Supply Fitting Contest*

Youth ages 7-21 compete in teams within a time limit to groom and fit an animal in preparation for the show ring.

• *3 p.m.: Junior Showmanship Competition*

Youth exhibitors compete in a showmanship contest and are judged on their animal handling skills and cattle knowledge.

Saturday, Oct. 21

• *8 a.m.: Sale Cattle Show*

Sale animals are evaluated by judges and potential buyers before the cattle sale begins at noon.

• *9 a.m.: 2017 Minnesota Beef Ambassador Team Competition*

The Minnesota Beef Ambassador program provides an opportunity for youth to educate consumers and students about beef nutrition, food safety and stewardship practices of beef producers. The Minnesota Beef Ambassador Team will consist of the Senior Minnesota Beef Ambassador Winner and two team members, and a Junior Beef Ambassador. They will promote beef and agriculture as they develop skills of leadership, communication and self-confidence. The program highlights the positive impact beef production has on our health, economy and environment.

• *Noon: Supreme Row Cattle Sale*

Breeding heifers and prospect show steers are sold at the Upper Midwest's premier cattle sale.

• *5 p.m.: 15th Annual Supreme Row Dinner & Awards*

The 15th Annual Supreme Row Selection Event & Dinner highlights all of the successful breeders from Saturday's cattle sale. Supreme and Reserve Champion animals are selected from the breed sale champions, and a total of \$6,750 in prize money will be awarded to the buyers and sellers. Additionally, heifers are awarded to 11 Minnesota Youth Beef Experience Program (MYBEP) youth to help them get a start in the beef cattle business. Awards will also be given to the 2016 MYBEP Achievement Award winner and the 2017 Minnesota Beef Ambassador Teams will be recognized. The Market Beef Show will kick off the event at 4:30 p.m., and dinner will be served at 5 p.m.

Sunday, Oct. 22

• *8 a.m.: Prospect Market Calf Show and Junior Breeding Heifer Show*

Youth ages 7-21 show more than 800 animals in competition and are awarded plaques, ribbons and more than \$10,000 in premiums.

• *3:30 p.m.: Selection of Heifer Supreme and Premier Exhibitor Awards*

The supreme heifer champion will be selected from the breed champions. The Premier Exhibitor Awards will highlight youth who actively participated in Beef Expo's educational events and youth contests, and excelled in the show ring. Prizes will be awarded to the top five youth exhibitors.

Throughout the event, the Upper Midwest's best breeders showcase Angus, British White Park, Charolais, Hereford, Limousin, Maine Anjou, Shorthorn, Simmental and South Devon breeds, as well as commercial heifers and club calves. This year's featured breeds are the Limousin and the South Devon breeds showcased by the Minnesota Limousin Association and the Northern States South Devon Association, respectively. The Limousin Breed is a highly muscled breed from the Marche and Limousine regions of France. Southwest England is the origin of the South Devon breed. Known for their feed efficiency and docility, the breed has its history in the United States as early as 1620 when a small number arrived on the Mayflower. Both breed associations boast active members, especially their youth members who strive to promote their breeds.

The annual event is coordinated and funded by the Minnesota State Fair with financial support from leading beef industry organizations as a way to promote youth involvement in animal agriculture.

For a complete schedule and more information on Minnesota Beef Expo, call (651) 643-6476, email beef.expo@mnstatefair.org or visit mnbeefexpo.com.

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