

MINNESOTA STATE FAIR

NEWS RELEASE

Contact: Virginia Mold • Beef Expo Coordinator • 651- 643-6476 • virginia.mold@mnstatefair.org



Minnesota Beef Expo Brings Together Midwest Cattle, Youth & Producers

October 4, 2018

St. Paul, Minn. – Minnesota Beef Expo, an annual event that celebrates and promotes the beef industry, runs Thursday, Oct. 18, through Sunday, Oct. 21, 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 2018 schedule of featured Minnesota Beef Expo events is as follows:

Thursday, Oct. 18

• *11:30 a.m.: Youth Knowledge Bowl sponsored by Minnesota Beef Council*

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

• *Noon: Sullivan Supply Stock Show University Seminar*

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

• *2:30 p.m.: Sullivan Supply Fitting Contest*

Youth ages 8-21 compete in teams within a time limit to groom and fit an animal in preparation for the show ring.

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

The evening will kick off with a panel discussion featuring elite Minnesota cattlepeople (Matt Aggen, Oak Meadow Farms; Lori Eberspacher, Eberspacher Enterprises and Don Schiefelbein, Schiefelbein Farms) and the host of RFD TV's "Superior Sunrise" series, Kirbe Schnoor speaking about "Goal Setting to Achieve Success in the 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 Schnoor presenting her keynote address, "Make Yourself a Seat at the Table" designed to motivate young people to set goals and strive to meet them in order to prepare and make a place in agriculture and spread the word about the importance of agriculture in the future. All ages are welcome to attend.

Friday, Oct. 19

• *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.

• *4 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. 20

- *7:30 a.m.: Sale Cattle Show sponsored by Show-Rite Feeds and Hubbard Feed, Inc.*

Sale animals are evaluated by judges and potential buyers before the cattle sale begins at 11 a.m.

- *8 a.m.: 2018 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.

- *11 a.m.: Supreme Row Cattle Sale*

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

- *2:30 p.m.: 16th Annual Supreme Row Selection sponsored by MN Farm Guide, AgriMedia Group, Purina Animal Nutrition LLC, Rabo AgriFinance & Optimizer Calf Gel*

The 16th Annual Supreme Row Selection 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 2017 MYBEP Achievement Award winner, and the 2018 Minnesota Beef Ambassador Teams will be recognized. The Market Beef and Prospect Show will kick off the event at 4 p.m., and a grab & go dinner will be served at 5 p.m.

Sunday, Oct. 21

- *8 a.m.: Show Order Breeding Heifer Show*

Youth ages 8-21 show more than 800 animals in competition and are awarded plaques, ribbons and more than \$10,000 in premiums. 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 10 youth exhibitors.

Throughout the event, the Upper Midwest's best breeders showcase Angus, British White Park, Charolais, Hereford, Limousin, Maine Anjou, Miniature Hereford, Shorthorn, Simmental and South Devon breeds, as well as commercial heifers and club calves. This year the Shorthorn breed is the featured breed. The breed originated on the northeastern coast of England in approximately 1600. It made its way to America by way of Scotland in 1783. Minnesota ranks seventh in the nation for number of registered Shorthorns.

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.

-MSF-