

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. 17, through Sunday, Oct. 20, 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 2019 schedule of featured Minnesota Beef Expo events is as follows:

Thursday, Oct. 17

• *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 fitters in the Midwest will lead an in-depth session on 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.

• *4:00 p.m.: Ideas & Insights Symposium*

The evening will kick off with American Ninja Warrior's Lance Pekus, better known as "The Cowboy Ninja," sharing his message on healthy eating and how beef should play an important part in any person's nutritional goals.

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 Lance Pekus presenting his keynote address, "Courage to Face Life's Obstacles Cowboy Ninja Style!," designed to motivate young people to develop the skills and courage it takes to overcome the challenges of raising and showing cattle. All ages are welcome to attend.

Friday, Oct. 18

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

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. 19

• *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.: 2019 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-Sponsored by Lanesboro Sales Commission Inc.*

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

• *2:30 p.m.: 17th Annual Supreme Row Selection sponsored by MN Farm Guide, AgriMedia Group, Purina Animal Nutrition LLC, Rabo AgriFinance & Optimizer Calf Gel*

The 17th 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 2018 MYBEP Achievement Award winner and the 2019 Minnesota Beef Ambassador Teams will be recognized. The Market Beef and Prospect Show will begin at 4 p.m., and dinner will be served at 5 p.m.

Sunday, Oct. 20

• *8 a.m.: 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 ten 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 Hereford breed is the featured breed. The breed was founded by farmers in Herefordshire, England. Herefords arrived to the United States in 1817 with the first breeding herd started in 1840. The Minnesota Hereford Breeders are an active group with a growing membership. State-wide activities, especially involving youth, keep their members busy.

This annual event is coordinated and funded by the Minnesota State Fair with financial support from leading beef industry organizations and producers 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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