

## NEWS RELEASE

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### **Minnesota Beef Expo Welcomed Cattle Producers and Youth Livestock Exhibitors to St. Paul**

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St. Paul, Minn. – The Minnesota Beef Expo welcomed more than 1,100 cattle producers and 700 youth livestock exhibitors to the Minnesota State Fairgrounds on Oct. 17-20, 2024. This four-day event, celebrating and promoting the beef industry, is the largest all-breed beef show in Minnesota. The 2024 Expo included youth contests, cattle sales, a trade show, educational seminars and a junior show where 1,136 head of cattle were exhibited.

The Expo kicked off Thursday, Oct. 17, with a youth knowledge bowl testing participants' beef industry understanding. In the senior division, Lydia Rose, Lane Olson, Marshall Heldberg and Kelly Willegal took home first. Champions in the intermediate division A were Landin Rose, Grant Dose, Charlie Klehr and Eli Doeling, and in division B were Hailey Thoele, Anna Mages, Nora Doehling and Jaquiline Heldberg. Caleb Klehr, Carson Wendinger, Kathryn Rose and Aubrey Wendinger received first place in the junior division.

Thursday also brought the Sullivan Supply Stock Show University Fitting Seminar where experts taught youth how to clip and prepare their cattle for the show ring. Following the seminar, a record 30 teams competed for champion fitting honors in the annual Sullivan Supply fitting contest. The champion team consisted of Tom Coonrod, Roman Schwab, Charlie Friemann and Matthew Friemann.

On Thursday evening, youth exhibitors and cattle producers gathered for the Minnesota Youth Beef Experience Program's (MYBEP) Ideas & Insights Symposium where attendees learned from industry professionals and a celebrity keynote speaker. This year's keynote speaker was cattle rancher, advocate and author Amanda Radke. Her speech, "The 'Ps' Every Motivated Young Person Needs to Know," empowered participants to chase their dreams while giving them the tools to effectively utilize social media to advocate for agriculture, brand themselves and carve out opportunities in the field of their choice.

Friday's schedule offered a judging contest where participants competed in four age categories for top prizes. In the junior division, Payton Foster was the top individual, and Lil Randoms, which included Payton Foster, Ryan Harguth, Tilly Chandler and Ellie Adams, was the champion team. In the intermediate division, the champion individual was Kate Schmidt. The top team was Goodhue; team members included Avery Stark, Jakob Jenson, Haley Betcher and Blake Stark. Tyler Kurt took home top individual honors in the senior division. The champion senior team was Lydia Rose, Josie Lorentz, Jaxon Hilbrands and Brennir Peterson of the Top Gunners. And finally, Sadie Sullivan was the individual champion in the adult division.

Friday's youth activities ended with junior showmanship contest judged by Zac Hall of Minnesota and Carmen Paulsen of Iowa. Channing Lind, Payton Foster, Cora Stade, Nolan Hackett, Ava Schoenfeld and Leighton Hackett were champions in their respective divisions.

The Supreme Row Show and Sale was held Saturday, Oct. 19. Supreme Row Champions took home \$6,750 in prize money thanks to sponsors Lee Agri-Media, Show-Rite & Hubbard Feeds, Purina Animal Nutrition, Rabo AgriFinance, Lanesboro Sale Commission and Optimizer Calf Gel.

The Supreme Row Champion Female was WP Barbara 410, consigned by Windy Pine Cattle of Woodville, Wis., and bought by Brooks Dodd of Decorah, Iowa. The Reserve Supreme Champion Female was Schmitz Momma Mia 4753M (also the highest-selling animal at \$11,000), consigned by Lynsey Schmitz of Oakes, N.D., and bought by Kelan Hintz of New Salem, N.D. The Supreme Champion Steer was Whitey, consigned by Lorentz Show Cattle of Woodville, Wis., and bought by Ryden Cleveringa of Alton, Iowa. The Reserve Supreme Champion Steer was Schmitz All In PSAM3M, consigned by Lynsey Schmitz of Oakes, N.D., and bought by Sawyer Van Briesen of Boyden, Iowa.

After an intensive application process, participants in the Minnesota Youth Beef Experience Program (MYBEP) were awarded heifers on Saturday afternoon. Each winner is responsible for raising, breeding and maintaining complete records on care of the animal, while providing monthly progress reports to the original owner and the Minnesota Beef Expo. The breeders who donated heifers will also serve as mentors to the respective winners.

The 2024 MYBEP heifer recipients are:

- Troy Clemenson of Zumbrota, Minn., received an Angus heifer donated by Stehr Farm, Derek Stehr of Zumbrota, Minn., on behalf of the Minnesota Angus Association.
- Oriana Jewison of Waseca, Minn., received a Charolais heifer donated by Polzin Cattle, Chris, Leslie, Brooke, Desirae and Colton Polzin of Darwin, Minn., on behalf of the MN/WI Charolais Association.
- Avery Stark of Cannon Falls, Minn., received a Hereford heifer donated by Pressnall Family Farms of Randolph, Minn., on behalf of the Minnesota Hereford Breeders.
- Samantha Bender of Howard Lake, Minn., received a Maine Anjou heifer donated by D-K Hawkins Cattle, Dan, Kimberly, Connor, Emma, Andrew and Caleb Hawkins of Garfield, Minn.
- Alivia Uhlenkamp of Green Isle, Minn., received a Red Angus heifer donated by Compeer Financial. She will be mentored by Steve Pomeranke.
- Trevin Dicke of Goodhue, Minn., received a Shorthorn heifer donated by Mulberry Lane Shorthorns, Cathy & Dennis Hoffbeck of Morgan, Minn., on behalf of the Minnesota Shorthorn Association.
- Tatum Travis of Greenwood, Wis., received a Simmental heifer donated by Oak Meadow Farms, Dr. Lynn, Barb, Matt, Jessica, Hunter and Garrett Aggen of Harmony, Minn., on behalf of the Minnesota Simmental Association.
- Riley Rickford of Barnesville, Minn., received a Simmental heifer donated by St. Germain Simmentals, Adam and Theresa St. Germain of Winnebago, Minn., on behalf of the Minnesota Simmental Association.
- Madison Holtz of Little Falls, Minn., received a South Devon heifer donated by K&M Cattle, Matt & Kindra Wayrynen of McGregor, Minn., on behalf of the Northern States South Devon Association.
- Olivia Matchey of Independence, Wis., received a Speckle Park heifer donated by Hay Creek Speckle Park, Brad & Lacey Sonnentag and family of Boyd, Wis., on behalf of the American Speckle Park Association.
- Audrey Hendricksen of Truman, Minn., received a heifer awarded during the MYBEP Ideas & Insights Symposium donated by the Minnesota State Cattlemen's Association. She will be mentored by Mark Pesek.

During Saturday and Sunday's highly competitive junior shows, 1,136 cattle were sorted by Josh Cribbs of South Dakota and Tyler Cates of Indiana. Supreme Champion Breeding Heifer honors went to the Champion Foundation Simmental exhibited by Austin Laufenberg of Humbird, Wis. Reserve Supreme Champion Breeding Heifer went to the Champion Red Angus exhibited by Brooke Polzin of Darwin, Minn. Madison Mattson of Albert Lea, Minn., and Jon Roehl of Northfield, Minn., had the Supreme Champion and Reserve Supreme Champion Prospect Calves, respectively. Scott Swanek of Dexter, Minn., exhibited the Supreme Champion Market Beef, and Katie Johnson of Independence, Iowa, showed the Reserve Supreme Champion Market Beef.

Due to construction on the Lee & Rose Warner Coliseum, there will not be an Expo in 2025. The Minnesota Beef Expo will return to the Minnesota State Fairgrounds in October 2026. For further information on the Minnesota Beef Expo, a listing of complete results or high-resolution photos, contact Karmen Sperr at [karmen.sperr@mnstatefair.org](mailto:karmen.sperr@mnstatefair.org).

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