

TO: 4-H and FFA Youth Leaders, Vo-Ag Instructors, Beef Breed Association Presidents
FROM: Kellie Carolan, Iowa Cattlemen's Association
RE: 2012 Iowa Beef Heifer Award

The 2011 Iowa Beef Heifer Award program is being coordinated by the Iowa Cattlemen's Association and sponsored by the Iowa State Fair and Beef Breed Associations. Kent Feeds, Inc. sponsors the show halters for the runners-up. Any 4-H, FFA, or Junior Beef Breed Association member, who will exhibit a beef animal at the 2012 Iowa State Fair is eligible to compete for this award.

Objectives

The Iowa Beef Heifer Award is a unique contest honoring outstanding youth and future- leaders of the beef industry. In addition, the contest was created to increase interest and participation in the beef breeding heifer project. It encourages a broader outlook of the beef industry through a personal interview with each finalist.

Eligibility

1. All applicants must complete the Iowa Beef Heifer Award application and submit it to **Kellie Carolan, Iowa Cattlemen's Association, 2055 Ironwood Ct, Ames, Iowa 50014**, no later than **July 1, 2012**.

NOTE: NEW, EARLIER DEADLINE!

2. Applicant must exhibit a beef project at the 2012 Iowa State Fair in the 4-H, FFA or Open Class Division. This entry must be owned by the applicant.
3. Applicants selected as finalists must be present for personal interviews (Monday, August 13) and during the announcement of winners at the Iowa State Fair (Tuesday, August 14). Finalists will be notified of date and time of their interview.
4. Past first place winners of the Iowa Beef Heifer Award are **not** eligible.

SELECTION PROCEDURE:

1. Application forms will be available at all County Extension Offices, from Vo-Ag High School Agricultural Instructors and Beef Breed Association Officers.
2. Each applicant may participate in one breed division only. Applicants must indicate one of the following breed divisions: Angus, Charolais, Chianina, Gelbvieh, Hereford, Limousin, Maine Anjou, Red Angus, Salers, Shorthorn or Simmental.

Angus -The Iowa State Angus Breeders Association will award a \$500 certificate toward purchase of an Angus heifer at a State Angus Sale.

Charolais - The Iowa Charolais Association will award a \$750 certificate to be validated at the 2013 Beef Expo.

Chianina - The Iowa Chianina Association will award a certificate for \$500 toward the purchase of a Chianina heifer at the 2013 State Sale.

Gelbvieh - The Gelbvieh Breeders of Iowa will award a \$500 certificate toward the purchase of a Gelbvieh heifer at the 2013 show and sale.

Hereford/Polled Hereford - The Iowa Hereford Breeders Association will give a \$600 certificate to apply to the purchase of a horned or polled Hereford heifer from any IHBA member. If the heifer is purchased at the 2013 Iowa Winter Beef Expo sale, an additional \$100 will be awarded; and if the heifer is purchased at the 2013 Iowa Winter Beef Expo sale from an Iowa breeder, an additional \$200 will be awarded (maximum \$800 award).

(OVER)

Limousin - The Iowa Limousin Association will award a certificate for \$500 toward the purchase of a Limousin female at the 2013 State Limousin Sale. The applicant must exhibit a Limousin/Lim-Flex heifer or steer at the 2012 Iowa State Fair 4-H, FFA or open Limousin show.

Maine-Anjou - The Iowa Maine-Anjou Association will award a \$750 certificate to apply to the purchase of a Maine-Anjou heifer at the 2013 Iowa Winter Beef Expo show and sale.

Red Angus - The Iowa Red Angus Association will award a \$500 certificate to apply to the purchase of a Red Angus heifer at the 2013 Iowa Winter Beef Expo show and sale.

Salers - The Iowa Salers Association will award a certificate for \$500 toward the purchase of a Salers heifer at the 2013 State Salers Sale.

Shorthorn - The Iowa Shorthorn Association will award a \$500 gift certificate to be used at the 2013 Iowa Royal Sale toward the purchase of a Shorthorn female.

Simmental - The Iowa Simmental Association will give \$500 to apply to the purchase of a Simmental heifer at the 2013 State Sale.

3. All applications will be evaluated prior to the Iowa State Fair by a selection committee. Three finalists will be chosen to compete for the heifer cash certificate in each division.
4. All finalists must be present for personal interviews with the selection committee at the Iowa State Fair.
5. Winners will receive a certificate for the purchase of a registered female. Show halters are presented as second place prizes by Kent Feeds, Inc.

The following criteria will be used for selecting the Beef Heifer Award Finalists:

- 33%** **Size and Scope of Beef Project**
- Number of head/type within the breed
 - Evidence of growth
 - Responsibilities youth assumes
- 40%** **Involvement beyond own operation that directly relates to the Beef Project**
- Leadership roles
 - Speeches/presentations given
 - Exhibits/displays prepared
 - Judging teams
 - Involvement in Special Beef Events
- 15%** **Community Involvement**
- School
 - Church
 - 4-H/FFA outside of beef project
- 6%** **Reference**
- Recommendation from Extension Staff, ASTM instructor or Junior Breeds Advisor
- 6%** **Neatness and Appearance**
- Application is neat and easy to read
 - Appearance at interview - neat and clean

For additional information, or if you have questions, please contact Kellie Carolan at (515) 296-2266.

Iowa Beef Heifer Award
Application Deadline: July 1, 2012

Please type or complete in pen (may be typed on a separate sheet). Neatness will be considered in the judging process.

Name _____ County _____ Breed _____

Parent's Name _____ Phone _____

Address _____

Email _____ (Interview schedule will be send via email, if provided)

School _____ Year in school _____ Age _____
(For 2012-13 school year)

I give Iowa Cattlemen's Association permission to print my image and name for promotional purposes of this program.

Signature: _____ Date _____

For each year you've been involved in a beef enterprise please describe (by type and breed) the animals you owned. If you've retained ownership from one year to the next list the animal each year it has been in your herd. If you are in partnership on any animals please indicate your share.

Year	Breeding Animals	Market Animals
<i>Example: 2000</i>	<i>2 Angus cow-calf pairs</i>	<i>3 crossbred market steers</i>

Describe your current responsibilities as it relates to your beef enterprise.

Describe your involvement, beyond your own operation, as it directly relates to Beef Enterprise leadership roles.

Speeches/presentations given on beef (include topic and where given)

Exhibits/displays prepared on beef (include topic and where displayed)

Judging contest participation

Involvement in other beef activities

Honors/recognition for beef activities

Community involvement

School activities

Community activities

Please ask an Extension staff member, ASTM instructor or your Junior Breeds Advisor to complete the rest of this application. Provide them with an addressed, stamped envelope, so they can mail the completed form in.

To Extension staff: Briefly comment on the suitability of the applicant to be recognized as an outstanding member.

(Name and Title) _____

**Please send to: Kellie Carolan, Iowa Cattlemen's Association, 2055 Ironwood Ct, Ames, IA 50014
or FAX: (515) 296-2261 or kellie@iabeef.org**