



# THE OBJECTIVES

Iowa's beef cattle production sectors—seedstock, cow/calf, backgrounder, and feedyard, each play a key role in determining final cattle performance and carcass quality. ICA's Carcass Challenge is an ongoing effort to demonstrate continuous industry-wide improvement within Iowa. As Iowa's only statewide fed-beef competition, the ICA Carcass Challenge was created to:

1. Showcase Iowa's beef cattle genetics, feedyard management, and modern technology.
2. Offer Iowa's cattle industry a fun and competitive statewide fed-beef contest to highlight Iowa's beef production advantages.
3. Generate additional non-dues ICA revenue to grow Iowa's beef business through advocacy, leadership and education.
4. Provide leadership and learning opportunities through the ICA Young Cattlemen's Leadership Program (YCLP).

Each November, steer-sponsors donate 700 lb. steer calves to compete in this prestigious Iowa fed-beef contest. Steers complete 180-200 days on feed to an average 1,400 lb., market-ready end point. Cash prizes and special awards are presented to contributors of the Top 10% of individual steers based on the "Retail Value per Day on Feed," recognizing both feedyard performance and end carcass merit. In 2020, a \$5,000 cash prize will be paid to the Champion Steer donor(s). Awards for outstanding individual carcass results will also be presented. Every effort is made to deliver maximum cattle efficiency, carcass value and net revenue of all steers.

From July to October, YCLP members recruit steers for the contest. Individual ICA members, allied businesses, county associations and other entities have generously donated steers to compete for "Iowa's Best Beef Carcass" steer honors.

# THE GUIDELINES

## DONOR REQUIREMENTS:

- Must be 2020 ICA members.
- Enter steer(s) on the ICA commitment form by Oct. 14, 2019.
- Deliver steer(s) to the ICA-designated feedyard or to a designated steer pick-up location on Nov. 14, 2019 and transfer ownership to ICA.
- Obtain a veterinarian-signed Iowa Certificate of Health, to accompany steer(s) at delivery.

## STEER REQUIREMENTS

- Spring-born 2019 steer calves weighing 650-750 lbs. No dairy breed-type cattle.
- Received all mandatory, pre-delivery vaccinations between Sept. 16 and Oct. 16, 2019.
- Any steer unable to adapt to the feedyard pen, encounters a health challenge or injury during the feeding period may be removed from the contest, prior to the marketing date.

## HEALTH & VACCINATION REQUIREMENTS:

- All mandatory vaccinations and health treatments must be certified by the original steer owner or his veterinarian on a signed ICA CC Health Form provided by ICA.
- Mandatory vaccinations include: 5-way Viral Vaccine (MLV) + Pasteurella, Clostridium (Blackleg), Haemophilus Somnus, and BRSV.
- Weaned by Oct. 16, 2019, 30 days prior to delivery.
- Dewormed and treated for external parasites.
- No evidence of warts, ringworm, lice or mange.
- Dehorned and healed from dehorning, if applicable, for all horned cattle.
- All steers will be implanted with an intermediate-dose feedyard implant, booster vaccinated and dewormed upon feedyard arrival. As a commingled pen, steers will receive a preventative antibiotic dose at delivery. A post-weaning implant is optional, not required.

## GENERAL CONSIDERATIONS:

- Steers should be weaned, bunk-adjusted and consuming a weight-appropriate mixed ration prior to delivery. (10-15 lbs. of grain, silage or hay combined within a TMR.)
- A two-week steer adjustment period is used at the feedyard prior to steers being weighed for the official test period. There are no advantages to purposely shrinking steers prior to delivery.
- The feedyard will utilize quality feedstuffs within a sound step-up ration to transition steers to a finishing ration with end-point targeted feeding.
- Neither ICA, nor the ICA CC Feedyard may be held liable for any sickness or any death loss of the CC steers. Every effort is made to monitor cattle closely and avoid any death loss, but this risk always exists in any cattle feeding situation.
- Steers will have carcass measurements taken by an impartial third party to ensure accurate data is utilized in the final contest calculations and individual steer rankings.

## PERFORMANCE GUIDELINES:

- CC feedyard protocols will utilize available technologies and products to maximize cattle efficiency and saleable carcass weight—along with the optimum carcass quality, to maximize the pen's total

value. Steer feedyard performance and efficiency will be enhanced by the recommended use of Component w/Tylan Implants, Rumenin/Tylan and Optaflexx.

- Steers will be marketed on one harvest date as determined by the Feeder's recommendation, the pen's market readiness and with the approval of the CC Advisory Committee.
- Steers may be DNA-sampled for carcass traits, tested for BVD-PI and ultrasound measured for carcass traits while on feed. Steer contributors will receive any and all information collected.

## AWARDS & RECOGNITION:

- A \$5,000 cash prize will be paid to the steer contributor(s) whose Champion Steer produces the highest formula-calculated Retail Value per Day on Feed (RVDoF).
- A new traveling trophy with the winning steer contributor engraved will be presented to the contributor for one year. The traveling trophy will be returned and a replica provided.
- Cash prizes and/or additional awards will be awarded to contributors of the top 10% of steers. Example: 80 steers contributed, ICA Carcass Challenge prizes awarded to the Top 8 Steers based on the final RVDoF rankings.
- Special awards will also be given for top-ranking steers for various performance or carcass-based results, such as: Top Marbling Score, Highest Average Daily Gain, Largest Ribeye and Chef's Choice Award.
- Steers will be photographed at the end of the feeding period with all contributors receiving ongoing recognition from ICA at various events via social media and the ICA website and magazine.

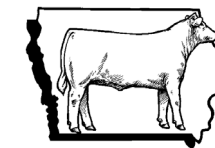
## RETAIL VALUE PER DAY ON FEED:

- The RVDoF formula shown below is a popular method used by similar carcass contests, and is highly representative of the profitability of a carcass. The formula calculates the carcass value gained during the feeding period. This is done by calculating red meat yield gain, multiplied by a carcass price which reflects differences and quality grade, divided by the days on feed.  

$$RVDoF = \{ [HCW - (0.55 \times StartWt)] \times (\%RP^*) \times (carcass\ price / 0.64) \} / \text{days on feed}$$
  - ▼ where Retail Product (RP) =  $[65.69 - (9.931 \times \text{back fat}) + (1.2259 \times \text{ribeye area}) - (0.013166 \times \text{carcass wt.}) - (1.29 \times \%KPH^*)]$
  - ▲ where carcass price per pound is determined by the appropriate grid
  - \* where %KPH is the percentage of total fat found in the body cavity of a carcass specifically in the regions of the kidneys, pelvis, and heart.

## ICA SERVICE & PROMOTION:

- Prepare and send performance updates to sponsors when cattle are weighed individually. Steers will be weighed at least four times while at the feedyard.
- Provide staff assistance to YCLP members with promotion, visibility and steer recruitment.
- Pay for and ensure proper feedyard management, feeding rations and best-possible, practical care of all CC steers while participating in the ICA Carcass Challenge.



## SUPPORT ICA. DONATE TODAY! DONOR INFORMATION

DONOR NAME: \_\_\_\_\_

Name used in program publicity i.e. Donor name is "Iowa Cattlemen's Association" and contact name is "John Smith"

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

HOME PH: \_\_\_\_\_

MOBILE PH: \_\_\_\_\_

OFFICE PH: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

TOTAL # STEERS: \_\_\_\_\_

## I AGREE.

I agree to donate and deliver a feeder steer(s) (650 pounds to 750 pounds) to the designated feedyard or designated pick-up site on Nov. 14, 2019. Furthermore, I will vaccinate & wean the steer(s) according to the guidelines for the ICA Carcass Challenge. At delivery, I understand the ownership of the steer(s) will be turned over to the Carcass Challenge program and the funds raised by the marketing of the finished steer(s) will be used in the ICA general fund to strengthen ICA through education programs and leadership development.

SIGNATURE \_\_\_\_\_

DATE: \_\_\_\_\_

PLEASE COMPLETE OTHER SIDE

