



RED CARPET REDS

SPRINGFIELD, MO
JUNE 8-13
2025

**RED ANGUS
YOUTH EXPO**

2025 PREMIUM BOOK

<u>TABLE OF CONTENTS</u>	<u>PAGE</u>
General Information	4
Health Regulations	4
General Rules & Regulations	6
Red Angus Youth Expo Show Information	13
Owned and Bred & Owned Females	13
Bred & Owned Bulls	14
Phenotype - Genotype Shows	14
Percentage Female Show	15
Premium Red Baldy Female Show	16
American Red Female Show	16
Red Angus Purebred Steer Show	17
Red Angus Percentage Steer Show	17
RAYE Carcass Ultrasounds Contest	18
Showmanship	19
Class & Division information	20
Contest Information & Rules	22
Awards	32
Individual Sweepstakes	33
State Sweepstakes	34

Updated: 3/17/25

Red Angus Youth Expo Contact Information

Red Angus Association of America

18335 E 103rd Ave, Unit 202

Commerce City, CO 80022

Phone: 940-387-3502

www.redangus.org

www.redangusyouthexpo.com

Email: youthexpo@redangus.org

Red Angus Staff

Erin Dorsey, Show Coordinator

Taylor Dorsey, Junior Program Coordinator

Red Angus Junior Board of Directors

Kenedy DeVoe, President

Zachary Griffeth, Vice President

Gracie Rogers, Secretary

Cameron Ison, Commercial Chair

Bailey Smith, Communication Chair

Aliceson Stranberg, Director

Taryn Cox, Director

Peyton Andras, Director

Ozark Empire Fairground Address

3001 N Grant Ave

Springfield, MO 65803

Phone: 417-833-2660

GENERAL INFORMATION

Red Angus Association of America
18335 E 103rd Ave, Unit 202
Commerce City, CO 80022
Phone: 940-387-3502
www.redangus.org
www.redangusyouthexpo.com
Email: youthexpo@redangus.org

SHOW LOCATION:

Ozark Empire Fairground Address, 3001 N Grant Ave, Springfield, MO 65803, Phone: 417-833-2660

OFFICIAL SHOW DEADLINES:

Deadline to submit DNA: April 4, 2025
Entry Deadline: May 15, 2025
Ownership Deadline: May 23, 2025
Late Entry Deadline: May 23, 2025

CAMPING/HOTELS:

Camping spaces may be reserved through the online form that will be found on redangusyouthexpo.com. Hotel block information can be found online redangusyouthexpo.com. To sign up for camping with available through the link below

BADGES AND PARKING PERMITS:

No badges and general parking permits will be required. Parking permits will be required for VIP parking.

MOTORIZED VEHICLES:

No motorized utility vehicles, like 4-wheelers, golf carts, etc., will be allowed on the grounds. Handicap scooters are the only type of motorized vehicle allowed on the grounds. Any type of motorized vehicle must also be accompanied by liability insurance.

OFFICIAL VETERINARIANS:

Exhibitors and/or owners who employ the services of any on-site veterinarians will be responsible for payment to the veterinarian for any services rendered.

HEALTH REQUIREMENTS:

An official CVI issued within thirty (30) days prior to the Red Angus Youth Expo must accompany all animals and shall be available at all times. All health certificates must have the physical address of livestock being moved (No post office boxes) for both the consignor and consignee. All animals must be free of any infectious, communicable, or contagious disease. If such a disease is found, it will be cause for removal of the animal(s) from the exhibition. For

questions regarding CVIs, official identification, or import requirements, please call the Animal Health Division at the Missouri Department of Ag at (573) 751-3377.

Official Identification: All cattle moving interstate for exhibition or show events are required to have official individual identification ear tags present in the ear. To avoid potential problems, all U.S. cattle entering the showgrounds will be expected to have a USDA Official ID ear tag present in the ear. This includes Missouri originating cattle. Official Identification must be listed on the CVI.

The following forms of identification are considered official:

RFID 840 or visual 840

Orange Metal Official, Calfhood Vaccinate (OCV/Bang's) tag (for CVI's only)

Silver Metal USDA tag

LESIONS, FUNGUS AND DISEASE:

Any animal that exhibits visible signs of dermatitis, lesions, and/or fungus (ringworm) will, at the discretion of show management, be immediately removed from the grounds.

BEDDING:

A base bedding (cedar mulch) will be provided for all cattle entered. Bedding provided will be in the barn and for tie-outs. Straw will be allowed in tie-outs, but not inside the barns. Wood chips, wood shavings or cedar fiber may ONLY be used for bedding in the barns. Hay and feed may be brought in by participants.

DOGS:

Due to the requirements of our liability insurance carrier and policy, **NO DOGS** will be allowed in the barns. Dogs must remain in the designated camping areas. These areas include parking lots or buildings other than service animals. All service animals must be on a leash. NO dogs will be permitted in the animal barns, in tie-outs or the showring/makeup ring area.

OFFICIAL PHOTOGRAPHER:

The official livestock photographer will be [Next Level Images](#). *Press or Media personnel must contact the Red Youth Expo staff for press and media information.*

GENERAL RULES AND REGULATIONS

INTERPRETATION AND/OR ADMINISTRATION OF RULES AND REGULATIONS:

Specific or special rules and regulations or conditions are published in each division where necessary; if there is a conflict between the specific or special rules and regulations of any division and the General Rules and Regulations, Junior Livestock Show Rules and Regulations; or The National Show Ring Code of Ethics, the specific or special rules and regulations will govern.

VIOLATION OF RULES:

All entries of any kind or character and Participants in this annual exhibition are subject to these rules and regulations. Any violations will subject participants to penalties as may order and/or penalties prescribed by law.

****CORRESPONDENCE:**

All correspondence is done via email. When submitting your entry, please make sure that the email linked to your REDspro account is accurate and up to date.

ALTERATION OF CONFORMATION AND STRUCTURE BY PROHIBITED SUBSTANCE:

Prohibited Substance and/or Unethical Fitting defined as: The injection, use, or administration of any drug that is prohibited by Federal, State, or Local Law, or any drug that is used in a manner prohibited by Federal, State or Local Law; the injection or internal or external administration of any product or material, whether gas, solid, or liquid, to an animal for the purpose of deception, including concealing, enhancing, or transforming the true conformation, configuration, color, breed, condition or age or by making the animal appear more sound than otherwise would appear; the administration, use or application of any drug or feed additive affecting the central nervous system; the administration of diuretics for cosmetic purposes, tissue manipulation, removal, surgical attachment or otherwise to change, conceal, enhance, or transform the true conformation or configuration of the animal; attaching to the hide foreign objects including hair or hair substitutes, cloth or fiber for the purpose of deception; any physical or physiological attempt to alter the natural musculature or weight by use of injections or ingested material not conducive to the continued health or marketability of beef. Drenching will be allowed with drench guns, but using stomach pumps is prohibited. In accordance with the National RAAA show rules painting and or coloring agents are prohibited. Violating this rule will result in disqualification with no recourse and be subject to other sanctions. See General Rules and Regulations on redangus.org for the official RAAA rules as outlined by the RAAA Board.

SCHEDULE OF EVENTS: Red Angus Youth Expo reserves the right to cancel events or change scheduling if deemed necessary.

APPLICATION FOR ENTRY: All applications for entry must be made online at the official website through the [REDSPRO database](#). Entry forms must be completely filled out in accordance with instructions. **NO pending registration numbers will be accepted.**

Entries are accepted with the understanding that each exhibitor agrees to conform to the Rules and Regulations of the RAAA. Enforcement will be at the discretion of the RAAA authorized representatives and may include barring an animal or exhibitor. By submitting an application for entry, Participant acknowledges they have read the Red Angus Youth Expo Agreement of Responsibility and Liability; General Rules and Regulations; Junior Livestock Show Rules and Regulations; specific and/or special division rules and regulations; The National Show Ring Code of Ethics and the Quality Assurance.

All entries, unless otherwise specified, must be made online on or before May 15, 2025. All Canadian and International Participants must pay all fees in U.S. funds. No Foreign checks will be accepted. Late entries will be accepted online till May 23, 2025. DNA Deadline is April 4, 2025.

ENTRY FEE SCHEDULE - \$50 per entry/per show

Owned Females, Bred & Owned Females, Bred & Owned Bulls, PGS Females, PGS Bulls, Purebred Steer Show, Percentage Steer Show, Percentage Female Shows

ENTRY FEE SCHEDULE - \$40 per entry/per show

Carcass Steer Contest

Bedding Fee - \$45.00 per head entered
Late Entry Fee - Additional \$50.00 per entry
Contest Only - \$50

All entries must be made online through the members [RedsPro account](#). All barns and tie outs will be pre-bedded.

After processing, should the number of entries in any class exceed practicality, authorized representatives of the RAAA have the authority to "split" classes and divisions according to age and at the date of birth that best encourages fair competition.

ACCEPTED ENTRIES: In all cases, Red Angus Youth Expo reserves the right to reject, accept, or conditionally accept any entry from any Participant in violation of any rules and regulations from any Livestock Exhibition, Show or Sale that is sponsored by or under the authority of the State or any unit of Local Government or Agricultural, Horticultural or Livestock Society, Association or Corporation. Red Angus Youth Expo does not guarantee space in the show barns to any entry, as it is intended that only such animals shall be entered and shown that have merit and will be a credit to both the Participant and this exposition. The Red Angus Youth Expo may appoint a special committee on the opening day of the show to look over the animals entered for exhibition and upon the recommendation of said committee that any animal or animals which do not have such merit as would entitle them to exhibit, Red Angus Youth Expo may require them removed from the grounds. Red Angus Youth Expo reserves to itself the right to withdraw classification and prizes in any department, upon the closing of entries, where it is found the animals entered would be discreditable to the exhibition.

EXHIBITOR ELIGIBILITY: To be eligible to show in the RAYE, each exhibitor must be a Member of the National Junior Red Angus Association at the time of check-in.

Age requirement: Exhibitors must be 7 years old and not yet 22 years old by January 1, (of that show year), and a current JRA/RAAA or CAA member.

**Exhibitors must be ages 7-21 as of January 1 of the current year. Exhibitors must be a Junior or Adult Regular Member of the Red Angus Association of America. Junior membership shall be issued only to an individual and shall expire upon attainment of age 21. Participation is acceptable through the calendar year of the individual's 21st birthday as long as the member has obtained a regular membership.

Exhibitors shall exhibit sportsmanship and professional behavior in and around the show ring. Abusive, discourteous, or threatening behavior towards judges, show officials, fellow exhibitors or RAAA authorized representatives will not be tolerated.

EXHIBITOR SUBSTITUTION: Exhibitor substitutions will be allowed, per approval from the RAAA Show Coordinator or CEO on the following basis:

- a. Medical note no later than 60 minutes prior to the cattle show.
- b. No exceptions will be made for non-medical reasons other than family emergencies.
- c. Exhibitors who show for the substituted junior exhibitor must be an active Junior Red Angus Association member.

OWNERSHIP OF ANIMALS: Breeding animals and or steers in the junior show must be the property of the owner and transferred on or before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

- a. Exhibitors must be the only recorded owner on record in the RAAA database of each animal(s) they exhibit excluding bred and owned bulls.
- b. If the exhibitor is not the first owner on record in the RAAA database of the animal entered in the Red Angus Youth Expo Show they must have had a transfer of ownership completed so that the owner on record is identified in the RAAA database as the junior member at time the show's published entry date.
- c. Bulls exhibited in the Red Angus Bred and Owned bull show must be under 18 months of age as of the publicized show date and be bred and owned by the exhibitor. The exhibitor must be the recorded owner on record with a minimum of 50% ownership
- d. Following processing, the number of entries of Bred and Owned females and bulls will be evaluated by an authorized representative of the RAAA, and classes will be set according to the age that best encourages fair competition.

REGISTRATION: Cattle entered in the Red Angus Youth Expo show must be officially registered in one of the following: Red Angus Association Herd-Book or in the Herd-Book of the Canadian Angus Association. Cattle must be in the R or I status only at the time of check-in.

IDENTIFICATION:

- a. All Animals must have an 840 EID button present in the ear, which must match the animal record in the RAAA database prior to check-in.
 - i. 840 EID verification may be via printed registration certificate or real time electronic representation of the RAAA database. If the EID is not present, the Animal ID and Herd Prefix will be verified and must match the animal record.
- b. If the Animal ID and/or Herd Prefix are not legible and cannot be read during processing, it will be allowed to participate in the show. A fee of \$100 will be charged to the exhibitor for a DNA parentage test of said animal.
- c. If the Animal ID and/or Herd Prefix are legible but are incorrect and/or no visible indications of a tattoo in either ear, the animal will not be allowed to show.
- d. Tattoos/ EIDs will be re-verified on all registered champion and reserve champion females, bulls and steers at all Regionals and National shows.
- e. DNA: Parent verification (Parentage test) must be completed and recorded in RedsPro on the individual animal and verified to the greatest extent possible before shown at any Red Angus National or Regional show including the Red Angus Youth Expo. The animal must be on R or I status. All Grand and Reserve Champions and overall animals in all shows will have DNA collected to be parentage verified to the greatest extent.

ANIMAL ELIGIBILITY:

- a. **FEMALES:** At the time of processing, all females 20 months of age or older on publicized date of show must have the one of the following: Certificate of pregnancy from a licensed veterinarian, written statement by a licensed veterinarian or embryologist of having produced fertile eggs. A female's own natural born calf at side, which need not be registered, but must be eligible for category 1A or 1B registration in the RAAA or CAA.
- b. **BULLS:** All bulls 9 months of age or older on the published date of show must be shown with a nose lead.
- c. **CALVES AT SIDE:** Any calf exhibited at the side of their dam in a cow/calf class may be exhibited in an individual class subject to all pertinent RAAA Show Rules and Classifications.

USE OF ANIMALS FOR JUDGING CONTESTS: All animals entered are subject to use for the Judging Contest.

CARE OF ANIMALS: Participants will be required to tend to their animals while on exhibition and to have them presented to the Judges when called for.

CANCELLATIONS AND REFUNDS: **NO entry fees will be refunded.** Cancellations received after the deadline date will not be refunded, no exceptions.

LATE ENTRIES AND SUBSTITUTIONS: Late entries for all shows will be accepted until May 23, with an added late fee of \$50.00 per entry entered. Substitutions will be allowed and must meet the ownership rules of being transferred into the exhibitor's name by May 23, 2025. DNA

must have been submitted on the animal being substituted and completed by check in at RAYE. If substitutions are made by May 23 no substitution fee will be applied. If a substitution is made after May 23 a fee of \$100.00 will be applied. All substitutions need to be emailed to youthexpo@redangus.org.

PERFORMANCE INFORMATION: Official RAAA data will be provided to all judges for their utilization in making decisions. Only that data which is deemed by RAAA to provide the most meaningful prediction of animals' genetic merit will be provided to judges and/or spectators.

FACILITY SPACE/NUMBER OF ENTRIES: If the number of entries exceeds the facility, Red Angus Youth Expo reserves the right to reduce entries as necessary.

ENTRY NUMBERS: Each entry will be assigned a number. Each entry will then be assigned a backtag number by Red Angus Youth Expo, the exhibitor will be required to display back tag number in the showing.

TIE-OUTS: A tie-out will be provided with each entry. Tie-outs will have a base layer of bedding.

ASSIGNMENT OF TIE OUTS AND STALLS: The assignment of stalls will be made at the time entry fees are completely paid. Stalls and tie outs will be assigned by state groups. Exhibitors are required to stall with the state that is listed on their REDPros account. Entry fees will not be refunded. A cow-calf pair is considered as one (1) entry. There is no guarantee the requests can or will be honored. **States must use the stall cards provided. No farm or ranch signs will be allowed.**

STALLING WITH ANOTHER STATE: If a scenario presents itself where you have to stall with another state a fee of \$100 (per exhibitor) is required. All requests **MUST BE** emailed to youthexpo@redangus.org.

APPEARANCE OF EXHIBITS: Participants should be neatly dressed when they take their animals into the show ring. Official show shirts are required while exhibiting animals and will be available at check in. Show shirts are provided complimentary to exhibitors entered in the show.

ANIMAL CONTROL: Any exhibitor who loses control of his/her animal twice in the show ring will be required to remove the animal from the ring.

JUDGES: Judges are earnestly requested to familiarize themselves with all the rules and regulations of this show, and to especially mark those rules bearing on the classes to be judged by them.

TIME OF JUDGING: The time of judging for all divisions is tentatively listed in this book and on the Red Angus Youth Expo website. Any changes will be announced by the public address announcer in a timely manner.

DECISION OF THE JUDGE FINAL: The decision of the Judges shall be final in all cases. In cases where fraud, misrepresentation, error or collusion is discovered after awards have been given, Red Angus Youth Expo or such referee as may be appointed by Red Angus Youth Expo, may make a decision regarding final placement, from whose decision there will be no appeal.

AWARDING CHAMPION PRIZES: Judges are directed in all champion classes to provide for a reserve animal. Only first prize winners will be permitted to compete for championships. Second prize winner in class from which champion is chosen is eligible to compete for reserve champion.

PROTESTS: All protests must be in writing and be accompanied by five hundred (\$500.00) dollars cash or certified check which will be forfeited if protest is not sustained. Any protest must be set forth in writing, signed by the person initiating the complaint, and delivered to the Chief Executive Officer of the RAAA within 10 days following the completed judging of the show. Such protest must state plainly the cause of the complaint or appeal. For the complete protest or appeal process, RAYE will follow the outlined protest rules and regulation as outlined in the RAAA show rules.

REMOVAL OF EXHIBITS: With the accepted entry in this show, participants are expected to keep their animals on grounds until the designated time for release, unless otherwise provided for in these regulations (refer to Arrival and Release Dates and Times).

FORCE MAJEURE AND GOVERNMENTAL REGULATION In view of the fact that the Red Angus Youth Expo is a non-profit corporation depending to a great degree upon the contributions and services of a substantial number of donors and volunteers, as well as the benefits provided by Red Angus Youth Expo to the general public through education and related services as set forth in the Preamble to these General Rules and Regulations, Red Angus Youth Expo deems it appropriate and prudent to be excused from liability, as set forth below this paragraph, in the event of early cancellation of its events, operations and activities by reason of force majeure and/or governmental regulation. Accordingly, the following shall apply to the operations and activities conducted by the Red Angus Youth Expo.

FORCE MAJEURE: Red Angus Youth Expo shall not be liable for any delay or failure to perform its operations, activities, shows, and events to the extent such delay or failure results from a force majeure occurrence. A force majeure occurrence is defined as any occurrence arising from causes beyond the reasonable control of RAYE and which delays or prevents performance by RAYE otherwise required by this Agreement, including but not limited to any (i) breakage or accident to equipment, machinery or facilities; (ii) any strikes, lock-outs or other labor difficulties; (iii) statutes, ordinances, regulations, orders, or rules issued by governmental authorities relate to COVID 19 or other pandemic matters; (iv) judicial decrees or orders; (v) acts of God; (vi) animal diseases and/or quarantines; (vii) wars, riots or insurrections; (viii) civil disobediences, public demonstrations or sabotage; (ix) fires, floods, explosions or inclement weather; (x) inability to obtain necessary labor, materials, supplies, utilities or transportation; (xi)

depressions, recessions or other economic downturns; (xii) embargoes or energy shortages; or (xiii) other causes beyond Red Angus Youth Expo reasonable control.

RED ANGUS YOUTH EXPO SHOWS

All shows will follow the guidelines in accordance with the RAAA National Show guidelines as listed in the official rules and regulations. Females who meet the criteria for each show are eligible to show in each respective show with a proper entry fee.

Owned and Bred & Owned Female Shows

Animal Eligibility for Owned and Bred & Owned Female Shows:

- a. All animals must be on R or I status to show in these shows.
- b. Heifers must be born on or after August 1, 2023. (please see class listings below)
 - i. At the time of processing, all females 20 months of age or older on publicized date of show must have the one of the following: Certificate of pregnancy from a licensed veterinarian, written statement by a licensed veterinarian or embryologist of having produced fertile eggs. A female's own natural born calf at side, which need not be registered, but must be eligible for category 1A or 1B registration in the RAAA or CAA.
- c. Two Year Old Cow with Calf (Cow must be born after January, two years prior to beginning of show year. Calf may not be an ET calf, must be under 250 days of age and still nursing)
- d. Mature Cow Calf Pair (Cow must be born before January, two years prior to beginning of show year. Calf may not be an ET calf, must be under 250 days of age and still nursing)

Ownership of Animals:

Breeding animals in the owned show must be the property of the owner and transferred on or before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

- a. Exhibitors must be the only recorded owner on record in the RAAA database of each animal(s) they exhibit excluding bred and owned bulls.
- b. If the exhibitor is not the first owner on record in the RAAA database of the animal entered in the Red Angus Youth Expo Show they must have had a transfer of ownership completed so that the owner on record is identified in the RAAA database as the junior member at time the show's published entry date.
- c. Following processing, the number of entries of Bred and Owned females and bulls will be evaluated by an authorized representative of the RAAA, and classes will be set according to the age that best encourages fair competition.

Overall Awards:

- a. Owned: Heifers and Cow/Calf will have their own division, but will compete for Top 5 overall animals.
- b. Bred & Owned: Heifers and Cow/Calf will have their own division, but will compete for Top 5 overall animals.

Bred & Owned Bull Show

Animal Eligibility:

- a. All animals must be on R or I status to show in these shows.
- b. Bulls exhibited in the Red Angus Bred and Owned bull show must be under 18 months of age as of the publicized show date and be bred and owned by the exhibitor. The exhibitor must be the recorded owner on record with a minimum of 50% ownership.

Overall Awards:

Bred & Owned bulls will compete for Top 5 overall animals.

Phenotype - Genotype Shows

To Enter:

1. Exhibitors will enter this show just like the regular female and/or bull show through the REDSPro online entry system. Females, cow-calf pairs, and bulls are eligible to show in their respective Phenotype-Genotype shows.

Show Rules:

1. The Phenotype-Genotype Female & Bull Show will be a blow-and-go show.
2. Before the show, the Phenotype-Genotype judge will receive a copy of the class breaks that will consist of the birthdate and all EPDs that are available at showtime.
3. The judge will place the class based on their preference of EPDs and submit those places to the show officials.
4. For the phenotype show, the judge will evaluate the class breaks without looking at EPDs and place the class according to their preference.
5. Show officials will then compile the phenotype and genotype rankings. The judge will then receive the class placing based on the compiled score. They will use respective EPDs to talk the class. In the event of a tie, the tie will be broken based on the phenotype placings.
6. Divisions and champions overall will be left to the discretion of the judge to evaluate both the EPDs and phenotypes and to place as they see fit.

Divisions will be based on entry numbers

Phenotype - Genotype Bull Show

The Phenotype-Genotype Show, or PGS for short, asks judges to evaluate cattle based on looks and expected performance through EPDs. The Phenotype-Genotype Show will provide juniors an educational opportunity to learn about EPDs and \$Values as part of the process in selecting seedstock. The PGS will bring the selection of an animal for the show ring full circle.

Ownership of Animals:

Breeding animals in the owned show must be the property of the owner and transferred on or before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

Animal Eligibility:

- a. All animals must be on R or I status to show in these shows and be Category 1A or 1B.
- b. Bulls exhibited must be under 18 months of age as of the publicized show date and be bred and owned by the exhibitor.
- c. Classes will be broken by the show committee by animal date of birth.

Overall Awards:

PGS animals will compete for Top 3 overall animals.

Phenotype - Genotype Female Show

The Phenotype-Genotype Show, or PGS for short, asks judges to evaluate cattle based on looks and expected performance through EPDs. The Phenotype-Genotype Show will provide juniors an educational opportunity to learn about EPDs and \$Values as part of the process in selecting seedstock. The PGS will bring the selection of an animal for the show ring full circle.

Ownership of Animals:

Breeding animals in the owned show must be the property of the owner and transferred on or before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

Animal Eligibility:

- d. All animals must be on R or I status to show in these shows and be Category 1A or 1B.
- e. Heifers must be born on or after August 1, 2023.
- f. Classes will be broken by the show committee by animal date of birth.

Overall Awards:

PGS animals will compete for Top 3 overall animals.

Red Angus Percentage Shows

The following shows will be shown within the Category 3 show as their own division/class:

Ownership of Animals:

Breeding animals in the owned show must be the property of the owner and transferred on or before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

Animal Eligibility:

- a. Heifers must be born on or after August 1, 2023. All females must be under 2 years of age and will be shown as individuals.

- b. Females must be registered with RAAA as a Category 2 or 3.
- c. Females must be no less than 50 percent Red Angus.
- d. The sire or the dam must be a registered Red Angus.
- e. Must be red hided and polled (no black hided or black animals, refer to the RAAA Breeder's Guide for disqualifying characteristics).
- f. A scurred animal is considered polled if you choose not to remove the scurs, if you surgically or mechanically remove the scur you will be disqualified.
- g. Pairs will not be allowed in the show.
- h. Classes will be broken by the show committee by animal date of birth.

Overall Awards:

Animals will compete for Top 3 overall animals.

Premium Red Baldy Female Show

Ownership of Animals:

Breeding animals in the owned show must be the property of the owner and transferred on or before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

Animal Eligibility:

- a. Females must be enrolled in the Premium Red Baldy program and carry the PRB program tag. Qualifications for enrollment in the program are listed below.
 - Heifer-only program
 - Must be sired by registered Red Angus bulls averaging in the top 50% of the breed for the Profitability and Sustainability Index (ProS) or registered Hereford bulls averaging in the top 50% for the Baldy Maternal Index (BMI\$).
 - Targeted breed percentages will range from 25%-75% for both breeds, with the balance being the alternate breed.
 - Females must be red-bodied with either a bald or brockle face.
 - No black-hided cattle will be admitted, regardless of genetic makeup.
 - If you have questions about the program or need to enroll please contact the Value-Added Department at 940-477-4593.
- b. Heifers must be born on or after August 1, 2024. All females must be under 2 years of age and will be shown as individuals.
- c. Pairs will not be allowed in the show.
- d. Classes will be broken by the show committee by animal date of birth.

Overall Awards:

Animals will compete for Top 3 overall animals.

American Red Female Show

Ownership of Animals:

Breeding animals in the owned show must be the property of the owner and transferred on or before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

Animal Eligibility:

- a. Females must be enrolled in the American Red program and carry the program tag. Qualifications for enrollment in the program are listed below.
 - Five head minimum for enrollment
 - Must be sired by registered Red Angus bulls averaging in the top 50% of the breed for the Profitability and Sustainability index (ProS) or registered Santa Gertrudis bulls averaging in the top 50% for the SGBI Balanced Index.
 - Targeted breed percentages will range from 25% to 75% for both breeds, with the balance being the alternate breed.
 - If you have questions about the program or need to enroll please contact the Value-Added Department at 940-477-4593
- b. Must be red hided and polled (no black hided or black animals, refer to the RAAA Breeder's Guide for disqualifying characteristics).
- c. All females must be under 2 years of age and will be shown as individuals.
- d. A scurred animal is considered polled if you choose not to remove the scurs, if you surgically or mechanically remove the scur you will be disqualified.
- e. Pairs will not be allowed in the show.
- f. Classes will be broken by the show committee by animal date of birth.

Overall Awards:

Animals will compete for Top 3 overall animals.

RED ANGUS PUREBRED STEER SHOW**Ownership of Animals:**

Steers in the owned show must be the property of the owner and transferred on or before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

Animal Eligibility:

- a. Steers must be registered with RAA and CAA
- b. Steers must be 100 percent Red Angus from two registered parents and have registration papers showing their R or I status.
- c. Scurred animals are considered polled if the exhibitor chooses not to remove the scurs. If the exhibitor chooses to remove the scurs surgically or mechanically you will be disqualified.
- d. Steers will be weighed at check in and shown by weight.
- e. Classes will be determined after weigh-in.

Overall Awards:

Animals will compete for Grand and Reserve Champion Honors

RED ANGUS PERCENTAGE STEER SHOW**Ownership of Animals:**

Percentage steers in the owned show must be the property of the owner and transferred on or

before May 23, 2025. Animals cannot change ownership or be transferred from one exhibitor to another after this date.

Animal Eligibility:

- f. Steers must be 50 percent or greater Red Angus from one registered parent and have registration papers.
- g. Steers must be 85 percent in color, polled and display enough breed characteristics which match the percentage or registration.
- h. Scurred animals are considered polled if the exhibitor chooses not to remove the scurs. If the exhibitor chooses to remove the scurs surgically or mechanically you will be disqualified.
- i. Steers will be shown by weight.
- j. Classes will be determined after weigh-in and classification

Overall Awards:

Animals will compete for Grand and Reserve Champion Honors

**RAYE CARCASS/ULTRASOUND CONTEST
RULES AND GUIDELINES**

The Junior Red Angus Association of America carcass contest is designed to reflect fed cattle marketing grids used in the industry, while rewarding animals reaching industry ideals for carcass weight, quality grade and yield grade. These steers are also eligible to show in either the purebred steer show or the percentage steer show with proper entry fee.

Animal Eligibility (must be either A **or** B):

- a. All steers must be registered in the Red Angus Association and be at least 50% Red Angus. Color must be at least 85% red, buckskin and or red baldy. No black pigmented or smokies will be accepted.
- b. Animals must be enrolled in the Feeder Calf Certification Program (FCCP) and carry a program compliant tag. The main qualifications for enrollment in the program are listed below.
 - Must be sired by a Registered Red Angus sire that is either Category 1A, 1B, or 2
 - Must be born and tagged on the operation (original producer must enroll and tag the animal before it is sold or leaves their operation.)
 - Must supply the Certificate of Compliance (COC) that includes the animals program tag number to prove enrollment.
 - Color, horns, and scurs will not exclude animals from being enrolled.
 - If you have questions or need to enroll please contact the value-added department at 940-477-4593

Contest Rules:

- a. All carcass steers must be halter broke to lead and may stall with other cattle in the barn until the end of the show.
- b. All carcass steers will be ultrasounded at time of check in.

- c. All carcass steer exhibitors must be present at the time of ultrasounding. Otherwise, the steer will be disqualified.
- d. **This is NOT a terminal contest.**

Ultrasound data will be used to calculate the carcass results

- a. Weight, ribeye area, intermuscular fat and fat thickness
- b. No neck hump exceeding 2 inches.

Show Categories

- a. Minimum live weight of 1,000 pounds.
- b. Entries will be listed in the catalog in order lightest to heaviest.

Overall Awards:

- a. The Champion and Reserve Champion will be awarded.

SHOWMANSHIP

The purpose of this contest is to evaluate juniors on their ability to work with their animals, show them, and present themselves in a professional manner in the show ring.

1. Must sign up through the online entry system and check in during contest check-in time.
2. If an individual is not bringing animals but wants to compete, they must sign up through the entry website.
3. Contestants do not have to show their own animal, but the animal exhibited in the showmanship contest has to be entered in the Red Angus Youth Expo.
4. Contestants will compete in four divisions:
 - a. Rookie: 7-8
 - b. Junior: 9-12
 - c. Intermediate: 13-16
 - d. Senior: 17-21
5. All ages are as of Jan. 1 of the current year.
6. Exhibitors must show in an exhibitor harness with their showmanship back tag number.
7. Showmanship is a non-fit competition.
8. No outside assistance will be allowed during the competition.
9. If an animal gets loose from the showman two times they will be excused from the ring after that second time.
10. The show ring will be split for the showmanship competition with Seniors & Juniors on one side and Intermediates & Rookies on the other side.

OWNED FEMALES, BRED & OWNED FEMALES AND PGS FEMALES

CLASS & DIVISION BREAKS

Classes will be split after check-in at the discretion of RAYE.

May or Younger Calves (May 2025 and Younger)

April Calves (April 2025)

March Calves (March 2025)

Spring Calf Champion/Reserve Spring Calf Champion

February Calves (February 2025)

January Calves (January 2025)

Junior Calf Champion/Reserve Junior Calf Champion

Winter Heifer Calves (November/December 2024)

Senior Heifer Calves (September/October 2024)

Fall Calf Champion/Reserve Fall Calf Champion

Late Summer Yearling Heifers (July/August 2024)

Early Summer Yearling Heifers (May/June 2024)

Intermediate Champion/Reserve Intermediate Champion

April Spring Yearling Heifers (April 2024)

March Spring Yearling Heifers (March 2024)

Senior Intermediate Champion/Reserve Senior Intermediate Champion

February Junior Yearling Heifers (February 2024)

January Junior Yearling Heifers (January 2024)

Junior Champion/Reserve Junior Champion

Winter Yearling Heifers (November/December 2023)

Senior Yearling Heifers (September/October 2023)

Summer Yearling Heifers (August 2023)

Senior Champion/Reserve Senior Champion

Two Year Old Cow with Calf (Cow must be born after January, two years prior to beginning of show year. Calf may not be an ET calf, must be under 250 days of age and still nursing)

Champion Two Year Old Cow-Calf Pair/Reserve Champion Two Year Old Cow-Calf Pair

Mature Cow Calf Pair (Cow must be born before January, two years prior to beginning of show year. Calf may not be an ET calf, must be under 250 days of age and still nursing)

Champion Mature Cow-Calf Pair/Reserve Champion Mature Cow-Calf Pair

SHOW AWARDS

OWNED FEMALE SHOW

Grand Champion Female
Reserve Grand Champion Female
3rd Overall Female
4th Overall Female
5th Overall Female

BRED & OWNED FEMALE SHOW

Grand Champion B&O Female
Reserve Grand Champion B&O Female
3rd Overall Female
4th Overall Female
5th Overall Female

PERCENTAGE FEMALE SHOWS (PERCENTAGE, AMERICAN RED AND PREMIUM RED BALDY SHOW)

All classes will be split after check in.

Grand Champion Female
Reserve Grand Champion Female
3rd Overall Female

PHENOTYPE - GENOTYPE FEMALE SHOW

All classes will be split after check in.

Grand Champion Female
Reserve Grand Champion Female
3rd Overall Female

PHENOTYPE - GENOTYPE BULL SHOW

All classes will be split after check in.

Grand Champion Bull
Reserve Grand Champion Bull
3rd Overall Bull

STEER (OWNED AND PERCENTAGE STEERS)

All classes will be split after check in.

Grand & Reserve Grand Champion Award

BULLS (BRED & OWNED ONLY)

All classes will be split after check in.

Grand Champion Bull
Reserve Grand Champion Bull
3rd Overall Bull
4th Overall Bull
5th Overall Bull

All Grand and Reserve Champions and Overall animals will have DNA collected to be parentage verified.

2025 RAYE CONTEST RULE BOOK

The Junior Red Angus Association (JRA) is focused on building breed and industry leaders by developing programs that offer members opportunities to strengthen their knowledge of beef cattle and improve their individual breeding programs, while developing necessary life skills such as teamwork, self-confidence, and communication ability.

Expo contests focus on career development by building leadership and stockman skills through a variety of contests.

EXHIBITOR ELIGIBILITY: To be eligible to participate in the RAYE contests, each exhibitor must be a Member of the National Junior Red Angus Association at the time of check-in.

Age requirement: Exhibitors must be 7 years old and not yet 22 years old by January 1, (of that show year), and a current JRA/RAAA or CAA member.

There are no fees to participate in RAYE contests if the exhibitor has an animal entry, but need to sign up online at the time of entry. If no animal is entered, JRA members may pay a \$50 contest only fee through the online entry system or at check-in.

Photo, ad design, video, and operational marketing contest materials must be submitted by May 27 through the online submission site. Professional Development participants are required to submit their cover letter, resume, and description by May 27 through the online submission site as well.

The following contests will be awarded at the awards ceremony – photography, ad design, poster, livestock judging, sales talk, operational marketing, video, and professional development.

The following contests will be awarded immediately following the contest - team fitting and showmanship

Photo Contest:

The purpose of this contest is to help JRA members increase their photography skills and to be able to utilize photography as a creative communication channel.

1. Must sign up through the online entry system.
2. If an individual is not bringing animals but wants to compete, they must sign up through the entry system.
3. Photos taken must be that of the entrant.
4. There will be two categories that participants can enter in:
 - a. Red Angus Cattle
 - b. Black & White
5. A maximum of one entry can be submitted per category per exhibitor.
6. Photo Qualification Rules:

- a. Do not submit screenshots from cell phones.
 - b. Photos under 1 MB in size will not be accepted.
 - c. Photos cannot be altered or image-enhanced. No black and white photos are allowed outside the black and white category.
 - d. Photos cannot be the same photos that were submitted for the 2024 RAYE Photo Contest
7. Photos must be submitted during the early contest submission deadline of May 27.
 8. Winners will be selected in four age divisions:
 - a. Rookie: 7-8
 - b. Junior: 9-12
 - c. Intermediate: 13-16
 - d. Senior: 17-21
 9. All ages are as of Jan. 1 of the current year.
 10. All entries become property of RAAA and may be used in any capacity (magazine, social media, print ads etc.) without advance notice.

Photo Submission Instructions

- Photos must be submitted during the early contest submission deadline of May 27.
- Must be submitted electronically through the online link found on the contest page on the RAYE website.
- Label materials with the category, division and your name i.e. Cattle_Division_EntrantName
- If submission issues arise, please email Taylor at youthexpo@redagus.org for assistance with your name, division and state in the message field.

Ad Design Contest:

The purpose of this contest is to enable junior members to use creative thinking to design materials that promote the Red Angus breed, the Red Angus activities, and the Junior Red Angus Association.

1. Must sign up through the online entry system.
2. If an individual is not bringing animals but wants to compete, they must sign up through the entry system.
3. This contest is only open to Intermediates (13-16) and Seniors (17-21).
4. All work must be done by that of the entrant.
5. Intermediate and Seniors must submit their work during the early contest submission deadline of May 27.
6. Each contestant is to design an advertisement that meets the topic specified for the current year's contest.
7. Intermediates (13-16) and Seniors (17-21) must create an ad design using computer technology such as, but not limited to, Canva or Photoshop. The dimensions for the ad must be 8.5 x 11 inches. Ads must be submitted in PDF form.
8. All ages are as of Jan. 1 of the current year.
9. A maximum of one entry can be submitted per exhibitor.

10. Ads cannot be the same ads that were submitted for the 2024 RAYE Ad Design Contest

11. The 2025 Ad Design themes are as follows:

- a. Intermediate: Herd Advertisement - Suitable for the promotion of your own herd or a fictitious herd.
- b. Senior: Breed/Association Promotion - Highlight the value of Red Angus or the benefits of active membership in the Junior Red Angus Association.

Ad Submission Instructions

- Ads must be submitted during the early contest submission deadline of May 27.
- Must be submitted electronically through the online link found on the contest page on the RAYE website.
- Label materials with the contest, your division, and name i.e.
AdDesign_Division_EntrantName
- If submission issues arise, please email Taylor at youthexpo@redagus.org for assistance with your name, division and state in the message field.

Poster Contest:

The purpose of this contest is to enable junior members to use creative thinking to design materials that promote the Red Angus breed, the Red Angus activities, and the Junior Red Angus Association.

1. Must sign up through the online entry system.
2. If an individual is not bringing animals but wants to compete, they must sign up through the entry system.
3. This contest is only open to Rookies (7-8) and Juniors (9-12).
4. All work must be done by that of the entrant.
5. Rookies and Juniors must submit their work during contest check-in.
6. Each contestant is to design a poster that meets the topic specified for the current year's contest.
7. Rookies (7-8) and Juniors (9-12) will create a hand-drawn ad design that will be submitted at check-in. The dimensions for the ad must be at minimum 8.5 x 11 inches, maximum 11 x 17 inches. Photographs, magazine clippings, stencils, and adhesive letters may be used.
8. No tri-folds are allowed.
9. All ages are as of Jan. 1 of the current year.
10. A maximum of one entry can be submitted per exhibitor.
11. The 2025 Poster Contest themes are as follows:
 - a. Rookie: Create a poster for your favorite Red Angus Animal
 - b. Junior: Create a poster for the 2025 Red Angus Youth Expo

***NEW* Video Contest**

The purpose of this contest is to enable junior members to use creative thinking and communication to produce a video about the Red Angus breed, the Red Angus activities, and the Junior Red Angus Association.

1. Must sign up through the online entry system.
2. If an individual is not bringing animals but wants to compete, they must sign up through the online entry system.
3. This contest is available to the following age divisions: Rookies (7-8), Juniors (9-12), Intermediates (13-16), Seniors (17-21).
4. All work must be done by that of the entrant. Entrants must hold all rights to the submission, including copyright. Video must be prepared by the junior member and not be professionally created/coordinated in any fashion.
5. Videos must be a minimum of 1 minute with a maximum of 5 minutes.
6. The video must include Red Angus cattle.
7. Work must be submitted during the early contest submission deadline of May 27.
8. The 2025 Video Contest themes for all age divisions are as follows:
 - a. Show us a day in the life of a Red Angus or Junior Red Angus member or breeder.
9. All entries become property of RAAA and may be used in any capacity (magazine, social media, print ads etc.) without advance notice.
 - a. *The submission must not contain material that violates or infringes the rights of others, including, but not limited, to privacy, publicity, and/or intellectual property rights (including copyright, trademark or patent rights) or constitute copyright or trademark infringement, unless proper documentation is provided. The submission must not contain tortuous, defamatory, slanderous, or libelous materials or contain inappropriate, indecent, obscene, hateful or discriminatory materials, as determined at the sole discretion of RAAA. By entering the contest, contestants grant RAAA a perpetual, royalty-free license to use their video, in any media, for commercial and non-commercial purposes. Contestants grant RAAA permission to edit, modify, format, or adapt the video. The video may be made available to the public, so contestants should not include personal information about themselves or anyone else.*

Video Submission Instructions

- Videos must be submitted during the early contest submission deadline of May 27.
- Must be submitted electronically through the online link found on the contest page on the RAYE website.
- Label materials with the contest, your division, and name i.e. Video_Division_EntrantName
- If submission issues arise, please email Taylor at youthexpo@redagus.org for assistance with your name, division and state in the message field.

Professional Development Contest

The purpose of this contest is to help JRA members build a résumé and improve their interviewing skills. Job preparation and interviewing skills are important life skills and through participation in this contest, junior members can learn organizational skills, communication skills, and networking skills.

1. Must sign up through the online entry system.
2. If an individual is not bringing animals but wants to compete, they must sign up through the entry website.
3. Individuals must check in during the contest check-in period.
4. This contest is only open to Intermediates (13-16) and Seniors (17-21).
5. All ages are as of Jan. 1 of the current year.
6. This contest will be judged based on an individual's cover letter, resume, and interviewing skills.
7. Each division will compete using the below descriptions:
 - a. Intermediate Division: contestants will compete as if they are interviewing for an internship, scholarship, or educational program of their choice. The contestant must submit a detailed description in 150 words or less describing the internship, scholarship, or educational program either existing or fictitious for which they intend to interview.
 - b. Senior Division: contestants will compete as if they are interviewing for a job or internship. The job, internship, or scholarship will be of the contestant's choice. The contestant must submit a detailed job description in 150 words or less describing the job or internship, either existing or fictitious for which they intend to interview.
 - i. Please note these job descriptions are not part of the judging criteria. They are to be utilized by judges to know how to direct interview questions. The job, internship, scholarship, or educational program can be fictitious or real.
8. Individuals are required to submit their cover letter, resume, and description during the early contest submission deadline of May 27.
9. The cover letters and resumes will be looked at prior to the Red Angus Youth Expo. Individuals must check in during the contest check-in period to be given a time slot for their interview.
10. After the interview is completed, judges will evaluate the applicant's cover letter, resume, and interview.

Professional Development Submission Instructions

- Individuals are required to submit their cover letter, resume, and description during the early contest submission deadline of May 27.
- Must be submitted electronically through the online link found on the contest page on the RAYE website.
- You must Label materials the way it is stated on the submission link. I.e. Description_Division_EntrantName and Resume_Intermediate_JohnDoe.

- If submission issues arise, please email Taylor at youthexpo@redagus.org for assistance with your name, division and state in the message field.

Sales Talk

The purpose of this contest is to give a glimpse of real-life situations of selling and promoting and the importance of communication skills, marketing techniques, and an understanding of the Red Angus breed and the agriculture industry.

1. Must sign up through the online entry system and check in during contest check-in time.
2. If an individual is not bringing animals but wants to compete, they must sign up through the entry website.
3. All contestants must come and check in during the contest check-in period.
4. This contest is available to the following age divisions: Rookies (7-8), Juniors (9-12), Intermediates (13-16), Seniors (17-21).
5. All ages are as of Jan. 1 of the current year.
6. Each age division will be given a scenario.
7. The presentation is meant to be an interactive experience with the judges, rather than a speech.
8. Rookies, Juniors, Intermediates, and seniors will have a 6 minute time limit on the presentation. Up to 4 minutes of questions could be asked.
9. No PowerPoint presentations will be allowed, but you can bring supplemental informational sheets such as registration papers, performance information, etc.
10. **Animals are not allowed for the presentation.**
11. The 2025 scenarios are as follows:
 - a. Rookie & Junior: Market/sell a Red Angus animal to a potential buyer
 - b. Intermediate: Market/sell a Red Angus animal to a commercial producer
 - c. Senior: Market/sell a flush or semen on a Red Angus animal

Livestock Judging Contest:

The purpose of this contest is to encourage effective evaluation of cattle and teach juniors how to efficiently make decisions.

1. Must sign up through the online entry system and check in during contest check-in time.
2. If an individual is not bringing animals but wants to compete, they must sign up through the entry website.
3. This contest is available to the following age divisions: Rookies (7-8), Juniors (9-12), Intermediates (13-16), Seniors (17-21).
4. All ages are as of Jan. 1 of the current year.
5. Judging cards will be handed out for the contest.
6. There will be four cattle classes offered: two female classes; one steer class; and one bull class.
7. There will be two question classes.
8. Seniors will be required to give one set of reasons. Reasons will be given immediately following the judging classes. Intermediates are allowed to give reasons following the

Seniors if they choose. However, they will not be scored on their reasons, but will be given feedback by the judges.

9. Ties will be broken on the questions class, then individual classes based on degree of difficulty.
10. Twelve minutes will be given for each class and a two-minute warning will be announced at ten minutes.
11. Contestants are allowed to take notes and utilize those during question classes.
12. This is an individual contest. During judging of classes, there shall be no communication among contestants or anyone else except RAAA Staff, volunteers, or JRA Board members. Any contestant believed to be receiving assistance during the competition will be disqualified. NO electronics will be allowed: smart watch, fit bit and phones.
13. Cuts and placing of classes will be at the discretion of the elected officials.

Team Fitting Contest:

The purpose of this contest is to encourage team participation and communication while preparing an animal for the showing.

1. Teams must sign up during the contest check-in.
2. If you do not have a team, you may still sign up during contest check-in and we will attempt to make a team out of single entrants. There are no guarantees.
3. The team must consist of three individuals: one Rookie/Junior, one Intermediate, and one senior. A Rookie/Junior can replace the Intermediate member, an intermediate can replace the senior member, but a senior may not replace any other age division team member.
4. Each team must provide its own animal for the contest and all supplies needed (chute, blower, clippers, adhesive, etc.). Once the contest begins, no team member may leave the area and no additional equipment may be brought into the fitting area.
5. Each animal may be fogged at the JRA Board's discretion before the contest begins. No pre-fitting is allowed.
6. Each team will be allowed 35 minutes to fit their animal.
7. When time is up, one team member will parade their animal before the judges. The judges will make comments and announce the winners.
8. All fitting and grooming techniques must be within the accepted practices for Red Angus Association-sponsored shows. No Paint.
9. Animals may be watered, but no feed or hay will be allowed.
10. Depending on the number of teams who sign up, there may be multiple heats.

Skill-A-Thon

The purpose of this contest is to educate juniors throughout the week and then test their overall knowledge of Red Angus and the beef industry.

1. Must sign up through the online entry system and check in during contest check-in time.
2. If an individual is not bringing animals, but wants to compete, they must sign up through the entry website.

3. This contest is available to the following age divisions: Rookies (7-8), Juniors (9-12), Intermediates (13-16), Seniors (17-21).
4. All ages are as of Jan. 1 of the current year.
5. Throughout the week, juniors will have the opportunity to attend educational workshops on various topics, talk with different RAAA staff departments, and further their knowledge about Red Angus and the beef industry. The skill-a-thon will test the exhibitors on what they have learned throughout the week and beyond.
6. Only contest participants will be allowed in the testing area.
7. The contest will consist of a test portion as well as stations/applied skills.
8. Once Individuals have completed their last station, tests can be turned in to the contest officials.
9. During the contest, there shall be no communication among individuals or anyone else except RAAA Staff, volunteers, or JRA Board members. Any Individual believed to be receiving assistance during the competition will be disqualified.
10. Once an individual begins the skill-a-thon they are not allowed to leave and then return to finish. The individual will be disqualified if they leave the testing area without completing the skill-a-thon.
11. No points will be deducted for wrong answers.

***NEW* Operational Marketing Contest**

The main objective of Operational Marketing Contest is to give senior division contestants a glimpse at a real life situation of selling including communication and marketing prior to the live sale with an understanding of performance and pedigree information. This is a two-part contest, with materials submitted and judged prior to RAYE with exhibitors presenting in person at RAYE to a panel of judges.

1. Must sign up through the online entry system and check in during contest check-in time.
2. If an individual is not bringing animals, but wants to compete, they must sign up through the entry website.
3. **This contest is available for Seniors (17-21) ONLY.**
4. All ages are as of Jan. 1 of the current year.
5. Seniors must submit their pre-sale advertising during the early contest submission deadline of May 27.

Part 1 Pre-Sale Advertising:

1. Participants are to choose an animal from their own herd, and a sale scenario they think best fits that animal to gather sales materials on and present during the interview portion of the contest at RAYE.
2. Participants must create pre-sale management content to be submitted for review.
 - a. Marketing Plan
 - b. Footnotes (required)
 - c. Graphics/ Sale Flyer (required)
 - d. Social Media Post including graphic and captions (required)
 - e. Other Sales Materials (optional)

3. When submitting the pre-sale items the contestant must indicate which scenario they are wanting to compete in.

Part 2 Marketing Plan Presentation:

1. Exhibitors will compete in an in-person contest at RAYE, where they will present their marketing plan and the animals they are selling.
2. Contestants are encouraged to be as creative as they want when devising an innovative way to sell/market their animal to the audience.
3. Printed copies of the pre-sale collateral will be given to the judges to review in tandem with the live sale presentation.
4. The marketing plan and sales presentation can be presented in several ways (printed or digital (PowerPoint/Canva presentation)). You may bring additional sales aids into the room as long as they still relate to the focus and chosen scenario. **No animals are allowed to be used in the presentation.**
5. Scenario 1 - Bull Sale (marketing to commercial buyers)
Scenario 2 - Production Sale (marketing to seedstock buyers)
Scenario 3 - Online Sale/ Private Treaty

Operational Sales talk Submission Instructions

- Pre-sale materials must be submitted electronically during the early contest submission deadline of May 27.
- Must be submitted electronically through the online link found on the contest page on the RAYE website.
- Label materials with your name and division i.e. LASTNAME_Operational_Footnotes.
- If submission issues arise, please email Taylor at youthexpo@redagus.org for assistance with your name, division and state in the message field.

State Herdsmanship Contest

The purpose of this contest is to encourage unity, togetherness, and teamwork among state juniors in developing and maintaining a display of cattle and stall areas. It also promotes pride and enthusiasm for the state junior organization and rewards those organizations that achieve this purpose.

1. States will be split into the following divisions:
 - a. Less than 25 Head
 - b. More than 25 Head
2. The top-placing state will be awarded from each division.
3. States will be given a 10x10 display area, no additional space will be given.
4. Stall signs will be provided to exhibitors, states cannot use their own stall signs. No farm or ranch signs will be allowed.
5. The scoring is based on the following:
 - a. Aisle & Bedding: cleanliness, general appearance
 - b. Animals: clean, general appearance

- c. Equipment, Boxes, Signs, Etc.: attractive, well arranged, general appearance
- d. Youth Tending Cattle: neat, knowledgeable, friendly, teamwork and enthusiasm
- e. Promotion of State association, Red Angus, etc.: general appearance and how it matches the theme.

***NEW* State Shirt Contest**

The purpose of this contest is to encourage state participation in a fun and creative manner.

1. State shirts are to be worn during opening ceremonies.
2. A judge will select the state shirt winner based on creativity, design, and membership participation.
3. The top 3 placing states will earn state sweepstakes points for their state.

JUNIOR HERDSMAN AWARD

The Junior Herdsman of the Year award is an honor bestowed upon one JRA member at the Red Angus Youth Expo. This award is intended for an individual who upholds the honor and dignity of a present and future cattleman or cattlemaster. The nominee's pride in their cattle, both in the show ring and at home, should be evident to fellow members across the industry. A Junior Herdsman should serve as a role model for younger members. A positive attitude, willingness to help wherever needed, and diligent work ethic are of the utmost necessity in candidates for this prestigious honor.

1. Eligibility: A senior JRA member between the ages of 17-21 as of January 1 of the current show year. The nominee must be in attendance at the current year's RAYE and an active JRA Member.
2. An individual may receive the award only once.
3. The online nomination form will be available on the RAYE website and JRA Facebook page. Completed nominations must be submitted by June 1st to be considered.
4. An informal interview to be held during the RAYE. The interview score will count for 20% of the final vote on the Herdsman award.
5. Promotion of the candidates will be done throughout the week over announcements made during shows and contests and via social media.
6. All votes must be submitted electronically by exhibitors by midnight, Wednesday, June 11. Each exhibitor may submit one vote.
7. Should a tie arise, ties will be broken by a selection committee.
8. The award recipient will be recognized at the Red Angus Youth Expo Awards Ceremony.

The Junior Herdsman Awards Winner will be presented with a scholarship and recognition at the RAYE Awards Ceremony.

OUTSTANDING JUNIOR AWARD

The Outstanding Junior Award recognizes an outstanding JRA member who has contributed his or her services to the betterment of the national JRA throughout the past year. This member should embody the qualities of a leader.

1. Nomination: Individuals will be able to nominate a Junior Red Angus member online through the online nomination form. Nominations will open in the spring and must be submitted by June 1st for the selection committee to utilize in selecting the award recipient.
2. The award recipient will be recognized at the Red Angus Youth Expo Awards Ceremony.

The Outstanding Junior will receive a buckle and recognition at the RAYE Awards Ceremony.

INDIVIDUAL SWEEPSTAKES

The purpose of Sweepstakes is to award participants for their participation and efforts throughout the week and encourage junior members to get involved at the Red Angus Youth Expo.

1. Rules

- a. Contestants will compete in four divisions:
 - i. Rookie: 7-8
 - ii. Junior: 9-12
 - iii. Intermediate: 13-16
 - iv. Senior: 17-21
- b. All ages are as of Jan. 1 of the current year.
- c. Individuals do not have to have livestock entered in order to compete in sweepstakes. They must however enter online for the contests through the online entry system if specified in the contest rules.
- d. Junior members who do not check in according to their distinguished contest rules will be disqualified from the sweepstakes competition.
- e. The top 3 sweepstakes winners from each division will be announced at the awards ceremony.
- f. Ties will be broken by the following:
 - i. Who participated in more contests
 - ii. Who placed higher in their contests

2. Contests

- a. Photography, Ad Design, Video, Poster, Sales Talk, Livestock Judging, Professional Development, Operational Marketing, and Skill-A-Thon Contest will all count toward sweepstakes points.
- b. Exhibitors will be given 10 points for participation in each of the contests they participate in.
- c. Points will be awarded for the following placings:
 - i. 1st: 10 points
 - ii. 2nd: 8 points
 - iii. 3rd: 6 points
 - iv. 4th: 4 points
 - v. 5th: 2 points

3. Educational Workshops

- a. Educational workshop attendance will count toward sweepstakes points.
- b. Exhibitors will be given 5 points for each educational workshop they attend.

***NEW* STATE SWEEPSTAKES**

The purpose of state sweepstakes is to encouraging statewide participation and for states to get involved at the Red Angus Youth Expo.

1. Points awarded in the following competitions are applied toward state sweepstakes totals:
 - a. Individual contests (Photography, Ad Design, Video, Poster, Sales Talk, Livestock Judging, Professional Development, Operational Marketing, and Skill-A-Thon Contest)
 - i. The top 3 placing individuals in each age division of each contest will earn state sweepstakes points for their state.
 1. First Place - 15 points
 2. Second Place - 10 Points
 3. Third Place - 5 Points
 4. Example - John Doe, KY, places 1st in Rookie Livestock Judging. Kentucky will receive 15 points. Jane Doe, MO, places 3rd in Photography. Missouri will receive 5 points.
 - b. Team Contest (Team Fitting)
 - i. The top 3 placing teams will earn state sweepstakes points for their state.
 1. First Place - 15 points
 2. Second Place - 10 Points
 3. Third Place - 5 Points
 - c. Other Contests
 - i. State Herdsmanship
 1. The top placing state in each division will earn state sweepstakes points for their state.
 - a. First Place - 25 points
 - ii. State Shirt Contest
 1. The top 3 placing states will earn state sweepstakes points for their state.
 - a. First Place - 15 points
 - b. Second Place - 10 Points
 - c. Third Place - 5 Points