



**FOR IMMEDIATE RELEASE**

February 19, 2010

**For more information:**

Jamie King, Director of Communications  
Ohio Cattlemen's Association  
Ph: 614.873.6736 or [jking@ohiobeef.org](mailto:jking@ohiobeef.org)

## Ohio Beef Expo offers a family weekend

The 2010 Ohio Beef Expo will offer many opportunities for the entire family, including youth. The annual event, to be held March 19-22 at the Ohio Expo Center in Columbus, has many different events happening throughout the weekend specifically for youth involved in the beef industry. More information about each of these events is listed on [www.ohiobeefexpo.com](http://www.ohiobeefexpo.com).

### **BEST Participants recognized by BEST Booster Club**

All the BEST participants who are exhibiting at Expo are eligible to receive a sweatshirt from the BEST Boosters Club. The sweatshirts will include a listing of the BEST Boosters Club and will be available in the Gilligan Building.

### **Fitting Demonstration**

Purina's Show Cattle Ambassadors will demonstrate the correct clipping and fitting techniques. They will also discuss the importance of proper selection, daily care and nutrition for show cattle. Don't miss two great opportunities to gain the "Power to Perform" from Purina's Honor Show Chow. The first demonstration will happen at 2:15 on Friday, March 19, in Sale Ring 2. The second demonstration will happen at 6 p.m. on Friday in Cooper Arena.

### **Pizza Party**

As the fitting demonstration draws to a close on Friday night, the celebration will continue with the Junior Show Welcome Pizza Party. This event is open to all junior exhibitors and is sponsored by Farm Credit Services of Mid-America.

### **Judging Contest**

The Ohio Beef Expo Judging Contest is Saturday, March 20. Registration and team photos will begin at 8:00 a.m. with a registration fee of \$5 per individual. Teams will consist of three or four people. The three highest scores will count for team placings. Divisions will be offered for juniors (8-13) and seniors (14-18). Six classes of cattle will be evaluated and one or more classes will include questions and the use of performance data. Lunch will be provided and awards will be presented at 4:30 p.m. in Sale Ring 1 of Voinovich.

### **Beef Quality Assurance**

Youth Beef Quality Assurance training will once again be offered in conjunction with the Ohio Beef Expo. Concurrent sessions will be held on Saturday, March 20, for youth 13 and under and youth 14 and over at 1:00 p.m. in Cooper Arena. BQA training is a requirement for the OCA BEST program. All participants will receive documentation of attendance and a copy of the document will be sent to the participant's county. Some counties may require additional certification.

### **Showmanship**

Another feature to the Ohio Beef Expo Junior show is that exhibitors will be competing for two showmanship titles for the second year in a row. Thanks to showmanship sponsor, Green Oak Farms, participants will be under the eye of two judges in each age division as the competition kicks off Saturday, March 20 in Cooper Arena. Participants will show to a surrogate judge while each of the two official judges makes their selections for their respective final drives. Each age division will feature two separate final drives under each official showmanship judge.

## **Junior Show**

The action for junior exhibitors will pick back up on Sunday, March 21, with the competitive market animal and heifer shows. This is the largest junior event annually in Ohio with over 600 head being exhibited in last year's competition. The heifers will be evaluated in the Jones Show Cattle High Standards Female Sale Ring while the market animals will be shown in the Campbell Insurance Ring. The Fayette County Cattle Feeders are sponsoring the make-up ring for participants. Weaver Leather in conjunction with many of Ohio's breed organizations will be sponsoring awards for the Division Champions and Reserves. The junior show will be broadcast on [dvauction.com](http://dvauction.com) for people who want to watch the action from home. Visit [dvauction.com](http://dvauction.com) to register for a free account during the week of March 15.

*For complete details on the 2010 Ohio Beef Expo, visit [www.ohiobeefexpo.com](http://www.ohiobeefexpo.com). The Ohio Beef Expo is a function of the Ohio Cattlemen's Association (OCA). The OCA is an affiliate of the National Cattlemen's Beef Association and is the state's spokesperson and issues manager for all segments of the beef cattle industry including cattle breeders, producers and feeders. It is the grass roots policy development organization for the beef business. Through the Ohio Cattlemen's Association, cattle producers work to create a positive business environment, while providing consumers with a safe and wholesome product.*

###