

TEAM CATTLE SALES RULES

The objective of the contest is to gain a working understanding of performance and pedigree information. The competing team will take pedigree information and marketing materials to a panel of judges and attempt to sell them their heifer, bull, or cow/calf pair, or steer. Teams are encouraged to use a live animal that fits the chosen scenario to display during the presentation. The animal should belong to one of the three team members.

1. Each team will consist of 3 or 4 members. There will be a Junior and Senior Division. The team can consist of youth in different age divisions; the division that the team competes in will be determined by the oldest member of the team (you can have 1 senior compete with 3 juniors, but the team will be entered in the senior division).
2. The Team Sales Contest is open to all Virginia 4-H and Virginia FFA youth, which are in good standing with their respective organizations. Youth must be at least 9 years of age by September 30, 2019 and must not have had their 19th birthday before January 1, 2019. The following outlines the age divisions:
 - a. Junior Division – Exhibitors who are 13 years of age and younger as of January 1, 2019.
 - b. Senior Division – Exhibitors who were 14 years of age and older as of January 1, 2019.
3. Team members **DO NOT** have to be exhibiting livestock at the Junior Beef Roundup to compete in the Cattle Sales Contest.
4. All teams must register using the entry forms that are provided on the youth livestock webpage (www.ext.vt.edu/youthlivestock). Entry forms are due via e-mail or fax by April 14th.
5. All teams must check-in with contest administration at least 15 minutes prior to the event.
6. All teams will be given scenarios that will be sent via e-mail upon receipt of your entry form. Each team should select only one scenario to base their marketing plan upon.
7. Materials required during presentation:
 - a. Three copies of the animal's registration paper (or pedigree information, in the case of a commercial heifer).
 - b. Other sales materials & promotional items (farm signs/posters/etc.) are allowed but gifts or incentives for judges are prohibited.
 - i. Example items (not limited to these): sale flyers, magazine ad layout/flyers, animal promotional flyers. PowerPoints are not allowed.
8. Junior presentations must be at least 5 minutes long and not exceed 8 minutes. Senior presentations must be at least 8 minutes long and not exceed 12 minutes.
9. Following the conclusion of the presentation the team will be asked to answer questions from the judge's panel. All questions will be asked at the end of the presentation; each team will be allowed 5 minutes to answer the judge's questions.
10. Each teammate is required to speak during the presentation. Contestants engaging judges in the presentation are encouraged, but questions by judges should be held until the end of the contestants' presentation. Team members should share responsibility for holding the animal to allow for the requirement that each team member speak during the presentation.

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11. Each individual on the team will be expected to speak during the presentation. The objective of each team is to sell their heifer, steer or cow/calf pair to the judges. The following 3 topics should be discussed:

- a. Pedigree information
- b. Performance information
- c. Visual characteristics. Verbal description of the animal being marketed & how those traits allow the animal to fit the scenario.

Other information can be included in the presentation. Judges questions will not be limited solely to the above three topics.

Teams will be discounted for using notes, but are encouraged to use reference materials.

12. Scoring

- a. Contestants will be evaluated in the following categories (each section is worth 10 points):
 - i. Contents of Sales Presentation (including addressing scenarios).
 - ii. Communication Skills & Visual Aids.
 - iii. Team Organization
 - iv. Overall Effectiveness & Creativity
 - v. Knowledge and Response to Questions
- b. Point Deductions:
 - i. Up to five points will be deducted for dependence on notes.
 - ii. Two points will be subtracted if registration certificates (or appropriate pedigree for a commercial heifer) are not submitted.
 - iii. Five points will be subtracted if all 3 (4) team members do not speak.
 - iv. Two points per judge will be subtracted for each minute the team presentation goes less than minimum time
 - v. Points will be deducted at ½ point per judge for each 10 seconds over the time limit
- c. Judging will be by a 2 or 3-member panel of judges based on 50 points maximum from each judge. The contest official will inform the judges if any points need to be deducted for time violations. Each judge shall total their score and rank the contestants in numerical order on the basis of their score. (Highest score first, lowest score last.)
- d. The rankings (not the score) of the judges shall be added for each team, and the final placing determined by the lowest composite rankings. Actual scores will be used only to break ties. In the event the participants are still tied the following will break the tie:
 - i. Knowledge and Response to Questions
 - ii. Overall Effectiveness
 - iii. Team Organization
 - iv. Communication Skills
 - v. Contents of Sales Presentation