

Beef/Meat Goat/Sheep/ Swine Promotion Contest

*Each Species is a separate division with Top 3 winners recognized in each species

*Individual Exhibitors, County Groups, Clubs or Chapters may enter one display/species

Top Promoter - \$100
1st Runner-up - \$80
Honorable Mention - \$40

Presented to the individual exhibitor/club/chapter/county group whose display is most effective in promoting that particular species and the corresponding industry. The theme of the display should be related to beef, meat goats, sheep, or swine as a valuable and healthful food, contributions of beef, meat goat, sheep, or swine production to society, and/or value of beef, meat goat, sheep, or swine production to the economy. Youth exhibitor species specific promotion exhibits will be judged by a committee appointed by the promotion and herdsmanship superintendent. Exhibits will be judged by individual exhibitor/club/chapter/county group on educational content as well as neatness and general appearance.

Scoring Rubric

Criteria	Points Possible	Points Earned
Information Presented: factual, easily understood by general audience, sources cited	10	
Promotional Value: viewer feels compelled to support or at least understand the industry/cause presented, display clearly communicates a message or story	10	
Eye Appeal: appropriate use of color and space, includes photos or graphics, fonts or handwriting are easy to read, overall display is pleasing to the eye	10	
Suitability of materials: items used are conducive to public display in a barn area, safely displayed away from animals, durable throughout the public display period	5	
Correctness: grammar, spelling, punctuation	5	
Total:	40	