

SOUTHWESTERN EXPOSITION AND LIVESTOCK SHOW

2027 HEIFER SUPERINTENDENT'S BEEF CHALLENGE

Presented by:



INFORMATION SHEET

Friday, January 22, 2027 at 2 p.m.
French Room – W. R. Watt Arena

The **Heifer Superintendent's Beef Challenge** competition will be open to all 2027 Southwestern Exposition and Livestock Show Junior Breeding Beef Heifer Show exhibitors that are currently enrolled in their senior year of high school and have shown in the Fort Worth Stock Show Junior Breeding Beef Heifer Show a minimum of two (2) years, including the 2027 Show.

Scholarship funds will be provided to the winning students to be used as scholastic assistance and will be paid beginning with the first semester they are enrolled in an accredited degree plan at a college or university of their choice.

Beef Challenge will consist of two (2) competitions: **Educational Information Challenge** and **Sales Talk**. Each competition will be scored separately, and the final placings will be based on a combination of the contestant's scores from these two (2) competitions.

Educational Information Challenge – consists of 50 questions based on 17 Extension Publications relative to Genetics and Selection, Health, Marketing, Nutrition, Pasture–Range–Forage and Reproduction and Calving. The educational information for the Beef Challenge can be downloaded from www.fwssr.com/beef-challenge. Please select “2027 Heifer Superintendent's Beef Challenge References.” On the **Educational Information Challenge** portion of the contest, a maximum of 100 points will be scored.

Sales Talk – the top scoring contestants in the **Educational Information Challenge** will then present a two-minute **Sales Talk** to three industry judges to explain, “WHY and HOW the breed of heifer I am exhibiting should be used by a commercial beef producer.” **Sales Talk** presentations will be scored a maximum of 50 points, 10 points based on presentation and 40 points based on content. The scores of the three judges will be averaged to establish the final **Sales Talk** score for each contestant.

The scores from the **Educational Information Challenge** and the **Sales Talk** will be added together to determine the final overall placings. Scholarship winners will be announced immediately following the **Sales Talk**, and scholarships will be presented Saturday, January 23 at 1 p.m. in the W. R. Watt Arena – during the Junior Breeding Beef Heifer Show.

Contestants will be limited to the first 75 qualified applicants, and applications will be accepted on a first come, first served basis. All entry applications must be complete, including appropriate signatures. Students will be notified through their AST or CEA regarding the status of their entry applications.

General Information:

- Contest will begin promptly at **2 p.m.** Contestants must report to the French Room – W. R. Watt Arena at 1:30 p.m. for check-in.
- Only contestants entered in the Beef Challenge competition will be allowed in the French Room – W. R. Watt Arena. Spectators will not be allowed in the contest area.
- Contestants **must** present valid **photo identification** at check-in prior to being admitted into the contest area.
- Contestants will carry only their ID into the contest area. All other materials (purses, packs, electronics, notebooks, etc.) must be left outside.