

2024 NWJSE “COUG Premier Exhibitor” Award

1. *Participants do not need to pre-register for this event. When an exhibitor enters a quality class (Market, Prospect, and/or Breeding), showmanship, marketing competition (see specifics) and participates in the 2024 skillathon, they will be automatically entered into the 2024 COUG Premier Exhibitor competition.* This is all or nothing, to be eligible for the “COUG Premier Exhibitor”, exhibitors **MUST** participate in **ALL** four events. Youth **must** exhibit their own animals in quality and showmanship to compete.

2. Exhibitors who have achieved the above requirements are eligible to score 400 max points by adding the scores given to quality class, showmanship, marketing and skillathon rank to determine the “COUG Premier Exhibitor” award. Rankings will be assigned points according to the following scale: 1st place - 100 points, 2nd place - 98 points, 3rd place - 96 points, 4th place - 94 points, and 5th place - 92 points, etc. Again these points will be assigned to your highest class placing in quality (breeding, prospect and/or market), showmanship, marketing/promotion/advocacy piece and skillathon.

4. The top “COUG Premier Exhibitor” will be selected from each age division: Junior (8-11), Intermediate (12-14), and Senior (15-18) age division. These 3 individuals will compete for the overall “COUG Premier Exhibitor”.

5. If tied for “COUG Premier Exhibitor”, Ties will be broken on the Skillathon, emphasizing knowledge. The following procedure will be used to break ties:

“COUG Premier Exhibitor” TIE BREAKERS –

- ✓ 1st Skillathon Age Division Placing;
- ✓ 2nd: Total Score of Skillathon Stations;
- ✓ 3rd: If Total Skillathon Score is tied then Station Scores:
 - Skillathon Station 1
 - Skillathon Station 2
 - Skillathon Station 3
 - Skillathon Station 4
- ✓ 4th: Best animal as determined by the show judge;
- ✓ 5th: Interview by Exhibition Official.

AWARDS:

CPE Junior (age: 8-11) – 1st, 2nd, and 3rd.

CPE Intermediate (age: 12-14) – 1st, 2nd, and 3rd, and

CPE Senior (age: 15-18) – 1st, 2nd, and 3rd.

The Overall COUG Premier Exhibitor

SKILLATHON PARTICIPATION:

Youth will enter the day of the competition (July 19, 2024). Youth will be required to complete 5 subject matter stations in the skillathon. Stations that will be offered in 2024:

- ✓ Station 1: Breed Identification and Origin (20 points)
- ✓ Station 2: Lamb Meat Identification and Carcass Evaluation. (20 points)
- ✓ Station 3: Quality Assurance - bio-security and diseases of concern (20 points)
- ✓ Station 4: Equipment ID and Use (20 points)
- ✓ Station 5: A wild card – See Topics below (10 points)
- ✓ YQCA: By going to <https://yqcaprogram.org> and certifying through the online curriculum, instructor-led or by testing-out and providing documentation (Bring a Printed Certificate of Your Current and Valid YQCA Certification) that you did so you can earn 10 extra points

The following are just to give you direction are and is not an all inclusive list of information that could be included on the 2024 NWJSE Skillathon. These examples are from the National 4-H Skillathon Resource Library:

<https://extension.umd.edu/locations/charles-county/4-h-youth-development/animal-projects>

Meat Evaluation- Retail Cut Id:

https://extension.umd.edu/sites/extension.umd.edu/files/2021-03/Skillathon_NAILE_Meat_Retail_Cut_Identification.pdf

Quality Assurance:

https://extension.umd.edu/sites/extension.umd.edu/files/2021-03/Skillathon_Individual_Quality_Assurance_Examples.pdf

Hay and Wool Skillathon Resources:

https://extension.umd.edu/sites/extension.umd.edu/files/2021-03/Hay_Judging_Example_Class.pdf

https://extension.umd.edu/sites/extension.umd.edu/files/2021-03/4-H_Wool_Evaluation.pdf

Examples of Breeds and Origins: https://extension.umd.edu/sites/extension.umd.edu/files/2021-03/Skillathon_Livestock_Breed_Identification.pdf

Examples of Equipment Id and Use:

https://extension.umd.edu/sites/extension.umd.edu/files/2021-03/Skillathon_Equipment_Identification_Prep_0.pdf

A) YQCA - Youth for the Quality Care of Animals <https://yqcaprogram.org> is a learner engaged experience for youth that are participating in a livestock project in 4-H or FFA preparing them to raise a safe wholesome food animal product that has been raised centered around animal well-being. This certification also ties the important aspect of being a leader in the food animal industry with advocacy for agriculture being paramount. Youth that provide a valid YQCA certification will receive 10 extra credit points. Certification can be complete on-line through the web-based training or the test-out option or in person through instructor lead training.

B) ***Possible Sheep Skillathon Stations:*** • Parts I.D. • Quality Assurance • Breed I.D. • Nutrition • Animal Identification (National Animal ID, Electronic ID, Tags, Tattoos, Etc.) • Genetics • Meat Cut I.D. and Evaluation • Selection & Evaluation • Systems (Reproductive, Digestive, Nervous, Vascular, Etc.) • Animal Welfare and Handling (Housing, Environment, Health, Care, Etc.) • Breeding, etc.

C) A parent/guardian, or responsible adult, MUST sign the youth's skillathon score sheet at the skillathon registration table verifying the youth is in the correct age (as of January 1 of the current year) division (Junior, Intermediate and Senior) BEFORE the youth can participate in the skillathon. **This is to verify age category, if it is determined at the completion of the skillathon that a youth exhibitor was entered in the wrong age category, the exhibitor will be removed from consideration for the CPE competition.** Skillathon participants will be required to sign their score sheet immediately upon completion of the skillathon.

D) Skillathon participants are not permitted to bring study materials or electronic devices such as cell phones into the Skillathon evaluation area. Participants are to work independently, and parents as well as siblings will not be allowed to help youth or each other, respectively. Once the youth participant starts the Skillathon they will need to complete it as they will not be let back in.

E) Ties in the Skillathon will be broken by:

- Skillathon Station 4
- Skillathon Station 1
- Skillathon Station 2
- Skillathon Station 3

Skillathon placings for each age division will be posted after the event and first place for each age division will be recognized along with the overall Youth Skillathon winner. Once the youth have participated, the Skillathon will be open to adult participants. The adult division will be scored as an individual class.

POSTER or VIDEO MARKETING, PROMOTION and/or ADVOCACY COMPETITION PARTICIPATION:

KEY - 2024 Topic for Poster or Video-Short Competition: Participants will be presenting an advocacy campaign for American Lamb. This is geared towards increasing consumer demand in for lamb in the retail meat case. The following links will help you in the development of this campaign:

<https://sheepusa.org>

<https://lambboard.com>

<https://americanlamb.com>

Things to think about for any or all of the sheep industry supported programs used for your poster or video-short:

What are the program priorities?

Why did they begin or evolve?

What do consumers of sheep and lamb products uniquely gain from this?

What are the benefits for sheep ranchers and producers?

What “benefits” the meat, milk and fiber industry?

Do these parallel similar programs in other food animal species?

What is Expected: Youth will need to enter the poster competition when they arrive to the show grounds. Posters and videos will be on display and two evaluations will occur. The first evaluation will be that of the official judge(s) and will count toward the COUG Premier Exhibitor (CPE) Award. The judge(s) will rank posters and videos, starting with first, together for Junior, Intermediate and Senior divisions. Video presentations will be on a computer with a video loop the time to view will be determined by the number of videos that are collected. The second evaluation will be a “People’s Choice Award” (PCA). This will be a simple vote for the best marketing, promotion and/or advocacy campaign in each format. The PCA will count as a separate award. But the poster or/video will be a component of the CPE Award. You can vote as many times as you like and the marketing campaign (video or poster) with the most votes will be acknowledged during the “COUG Premier Exhibitor” award presentation.

Marketing, Promotion and/or Advocacy Display Scoring (100 points) -

Marketing, promotion and/or advocacy posters need to be designed to fit a 24 x 36 size (*poster board works best as this will be more rigid for display*). Posters will be on display in the barn area (if you wish to keep them clean for future use and demonstrations that will be left to each participant). Having said that posters need to be displayed with a clear vision as intended. There will be a People’s Choice Award as indicated above so they will need to remain in the display area for the duration of the show:

Judges Score for Poster (100 points) will be used for the CPE:

- Design (40 points)
 - Color: pleasing to the eye, color effectively used
 - Lettering: easily read, style suitable to message
 - Illustration: part of the message
 - Layout: simple and orderly, organization of parts, good spacing, neatness, reflects planning
- Originality & Creativity (20 points)
 - Shows imagination, innovative idea
- Educational Value (40 points)

- One main idea, effective and accurate, elicits viewer response, appropriate for audience, chart/graph is titled

*NOTES: targeted marketing, promotion and or advocacy is the purpose of this display; information used to market, promote and advocate uses correct facts supported by science, USDA/FDA and industry), design is eye catching, gives a good first impression and emphasizes marketing/promotion/advocacy.

Marketing, Promotion and/or Advocacy Video-Short Scoring (100 points) -

Marketing, promotion and/or advocacy video-short's will be limited to 2 mins max from start to finish. Once completed, upload it to YouTube. Assure that you have checked limited access to the video (this will make the video private so that only those that you elect to share the video with will have access to it). Capture the link so that you can provide the link to show management (see following). **YouTube links need to be sent** to Paul Kuber at pskuber@wsu.edu on **or before July 12, 2024**. Judges will receive the link and review the pre-recorded marketing, promotion and/or advocacy video short. Videos will also be placed on computer in the barn area with a video screen with a continuous loop so that a people choice award can be given.

Judges Score Card for Video-Short (100 points) will be used for the CPE:

- Focus of the marketing, promotion and/or advocacy campaign presentation (15 points):
 - Introduction set the stage for marketing, promotion, and/or advocacy
 - Campaign fit topic
 - Relevant information
 - Targeted marketing, promotion and/or advocacy
- Information used to market, promote and/or advocate (40 points)
 - Correct use of FACTS based on scientific accuracy
 - TRUTH supported by USDA/FDA information
 - TRUTH supported by industry
- Video appearance (35 points)
 - Backdrop or location of video-shoot
 - Viewer interest
 - Artwork, graphics, or props emphasizes marketing, promotion, and/or advocacy campaign
 - Individuals in video are dressed appropriately and fit the campaign being pitched
 - Use of appropriate language and ability to convey message
- Overall impression of the marketing, promotion and/or advocacy campaign (10 points)
- Judges comments: