



MARKET ANIMAL

WELCOME

Welcome to the 4-H Market Animal Project! Please read through this project guide carefully, as it contains information and suggestions that are important for your project. **Leaders can obtain a Leader Project Guide and other resources from the PEI 4-H Office.** Hopefully you, as a member, will “Learn to do by Doing” through hands-on activities that will encourage learning and enjoyment. If you have any questions, contact your District 4-H Officer or your 4-H project leader.

4-H YEAR COMPLETION

You complete a project by:

- completing the project Achievement Day requirements
- completing a communication project
- completing a community project
- completing an agriculture awareness project
- taking part in Achievement Day

You must complete all of the listed aspects in order to show at Fairs and Exhibitions.



ACHIEVEMENT DAY REQUIREMENTS

(Option A - For members 9-21 years old)

Conformation	30
Showmanship	30
Project Activities (see page 3)	20
Attendance at club & project meetings*	10
<i>(An incomplete will be given to members not in attendance)</i>	
Showmanship or Fitting Demonstration or Tour (arranged by your leader)	<u>10</u>
<i>(Tour should be separate from any of the Project Activity Tours)</i>	100 Marks

***As a Market Beef Animal member, you must attend 75% of the club and projects meetings up to the time of the Achievement Day (the Easter Beef Show). If attendance is below 75%, you will NOT be permitted to show in the 4-H classes at the Easter Beef Show. It is up to your project leader or overall leader to notify the PEI 4-H Office if you have not attended the required meetings.**

ACHIEVEMENT DAY REQUIREMENTS

(Option B - For members at least 15 years old and who have taken the Market Animal Project at least twice previously and are not able to attend at least 75% of Project & General Meetings*)

Conformation	30
Showmanship	30
Special Projects (See page 4) *	20
<i>*Do a one page write-up on each special project. Write-up should include the date, location, what was seen, explanation on the “operation” of the event.</i>	
Special Project Presentation**	<u>20</u>
<i>** Present a 5 minute seminar at a project or club meeting prior to the Easter Beef Show on one of the special projects completed.</i>	
	100 Marks



“Any 4-H member who exhibits a market animal at the PEI Easter Beef Show, but doesn’t complete all aspects of the 4-H year by their regular 4-H club Achievement Day, will not be eligible to take the Market Animal Project the following year.” This was passed by the Agriculture Committee at their April 9, 2008 meeting. Please refer to 4-H Year Completion at the top of this page.

Market Animal Identification Form DEADLINE

Complete the Market Animal Identification Form and mail or fax it to the PEI 4-H Office no later than **January 15th**.

PEI 4-H Office
P.O. Box 2000
40 Enman Crescent
Charlottetown, PE
C1A 7N8

Please call the PEI 4-H Office before 5:00 p.m. on January 15th to verify the receipt of your Animal Identification Form. If it is late you will not be eligible to participate in the 4-H classes at the Easter Beef Show and Sale.

HELPFUL RESOURCES!

Internet Sites...

www.cattle.ca
www.breedersworld.com
www.beefinfo.org
www.cbef.com
www.beefgradingagency.ca
www.canadaid.com
www.canadianbeefbreeds.com
www.cmc-cvc.com

A variety of books and videos including...

The Lively Calf
Northern 4-H Leaders' Conference (Beef) 1989
Growth Implants
Herefords-The Basic Breed
Beef Retail Cuts Identification
Design Your 4-H Steer
Fitting a Steer for Show
Fitting and Showing Beef Cattle (1983)
Selecting Beef Cattle (1983)
Fitting and Grooming Beef
Revised Beef Grading
Show Cattle Fitting
Handle With Care: A Guide to Wholesome Beef Production

are available at the PEI 4-H Office which can be borrowed for a two week loan period. To book these, call 368-4833 or drop by the PEI 4-H Office at 40 Enman Crescent, Charlottetown.

Procedure for Handling Problems Related to Livestock

In the event that a 4-H member's project animal develops behaviour that may cause physical harm, is injured, becomes seriously ill or dies, the following procedure must be followed:

1. The 4-H member must immediately inform the 4-H Project Leader of the situation.
2. If circumstances indicate that the project animal may not be sound or fit to show at Achievement Day (the Easter Beef Show), the 4-H member and leader must inform the 4-H District Officer and the Provincial 4-H Office of the situation as soon as possible.
3. If the 4-H member wishes to substitute an animal for any of the above reasons, in order to complete his/her year's project, the 4-H member must submit to their District 4-H Officer and the Provincial 4-H Office written request documenting circumstances leading to the need for the substitution. Requests will be reviewed by the Agriculture Projects Committee. The Committee's decision will be final.
4. If the project animal cannot be shown at Achievement Day, a substitution will be permitted if the required notification procedure has been followed.
5. If the 4-H member wishes to substitute an animal for any of the above reasons, in order to complete his/her year's project and also show in fairs and exhibitions, the 4-H member must submit to their District 4-H Officer and the Provincial Office written request documenting circumstances leading to the need for the substitution supported by a certificate from a licensed veterinarian.
6. In the case of the Market Beef Project, participation of a substituted market steer/heifer in the Easter Beef Show and Sale is dependent on compliance with the Easter Beef Show and Sale Rules and Regulations.

Showmanship Classes Ages for 4-H members as of January 1st of the 4-H year:

Junior: 9-11 years
Intermediate: 12-14 years
Senior: 15-21 years

BE A GOOD SPORT!

In the spirit of "learn to do by doing", all those involved in 4-H are encouraged to practice good sportsmanship, use common sense at all 4-H activities, and the work in any 4-H project should be the member's own work.

Project Activities

Market Animal Project - Option A

Members must complete five activities per year listed below to complete the Market Beef Animal Project. It is your leader's responsibility to sign and date this member's project guide when the activities are completed.

Selecting and Judging

- Identify Breeds
- Identify Parts of a Beef Animal
- Select a Project Animal
- Construct the Ideal Breed Animal
- Evaluate Parentage & Performance Data
- Recognize Abnormalities and Faults
- Talk Like a Beef Judge
- Present Oral Reasons
- Judge a Group of Market Animals

Management Practices

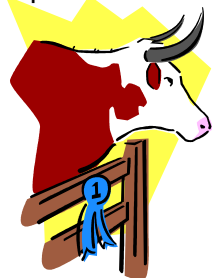
- Make a Rope Halter
- Identify Project Equipment
- Set Goals for Profitable Beef Production
- Calendarize Livestock Management Practices
- Understand Market Beef Animal Behaviour
- Plan Handling Facilities
- Identify Cattle
- Measure Your Animal

Health Practices

- Recognize a Healthy Animal
- Take Temperature, Breathing Rate and Pulse
- Identify Herd Health Supplies
- Stock the Medicine Cabinet
- Treat Diseases
- Vaccinate & Medicating Animals
- Diagnose & Treating Infectious Diseases
- Outline Herd Health Program
- Learn About Food Safety Through Beef Quality Assurance

Feeds and Feeding

- Identify and Classify Feed Ingredients
- Select and Judge Hay
- Sample Livestock Forage
- Learn About Animal Nutrition Requirements



- Formulate a Ration
- Balance a Ration
- Roam through the Rumen
- Follow Feed Through the Animals' Digestive System
- Improve Forage Production
- Feed By-Products

Careers

- Identify Product from Beef Cattle
- Explore Animal Science Careers
- Interview Animal Science Professionals

Meat and By-Products

- Judge Beef Carcasses
- Judge Beef Retail Cuts
- Process a Beef Carcass
- Test Cooking Methods
- Taste Testing
- Grade Beef for Yield and Quality
- Find Beef By-Products in the Home

Other Project Activities

- Give a Presentation (other than Communications Project)
- Attend a Livestock Sale
- Participate in a 4-H Project Quiz Bowl
- Tour Beef Operations
- Tour Abattoirs

Leader,

Please check the five activities completed by the member and sign and date below.

Leader's Signature

Date

Special Projects...



Market Animal Project - Option B

One special project must be completed in each section. Each special project is worth 5 marks.

Section 1: Livestock Sales

- Take in a feeder sale.
- Using the Market Reports—conduct a price survey—compare the price of feeders purchased locally, in Truro, Montreal, Toronto, Winnipeg and Calgary. Draw a graph illustrating the differences.

Section 2: Health

- Visit with a veterinarian, go with him/her for 1/2 a day.
- Tour the Atlantic Veterinary College; ask for information on the animal production and health information network (APHIN).
- Tour the Pathology Lab.
- Have a resource person talk about problems affecting feeders.

Section 3: Nutrition

- Tour the Provincial Feeds lab.
- Have a resource person speak about ration formulation.
- Have a resource person speak about forages and cereals—examine the various types, quality; set up a judging class.
- Visit a feed mill...ask about the prices of the feed components and make a graph illustrating the cost projection over a 5 month period for feeding a steer with a beginning weight of 600 lbs. with an average daily gain of 2.5 lbs.
- Have a resource person speak about the importance of proper nutrition and balanced rations. Discuss minerals, vitamins, proteins, etc.



Section 4: Final Product

- Tour a butcher shop.
- Tour several stores and compare the cost of at least ten different cuts of beef.
- Have a resource person do a fitting and grooming session.
- View a video on the live evaluation—carcass evaluation of market animals and then do a judging class of market animals.

QUICK TIPS...

- Practice setting your animal up at home and keeping it set up for a few minutes, as though you were in the ring.
- Make sure you are presentable (For example: clean and tidy, on time, proper footwear and no hat).
- When showing your animal try to keep it in line with the other animals in the ring.
- When clipping it is always better to make a few slow, neat passes with the clippers rather than 1 quick sloppy stroke (Get some guidance clipping if you are unsure).
- Try to walk your animal at a free moving pace, yet not too fast nor too slow.
- Carry a comb in your back, right hand pocket with the teeth pointing towards you.
- Be respectful of other competitors, congratulate winners and be a good winner yourself.

Get Set for the Ring...

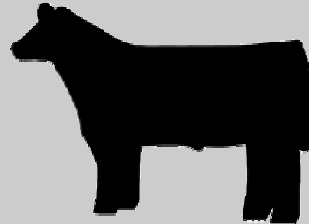
Terms for Judging

(from <http://www.ext.colostate.edu/pubs/livestk/01621.pdf>)

Structural Correctness Terminology

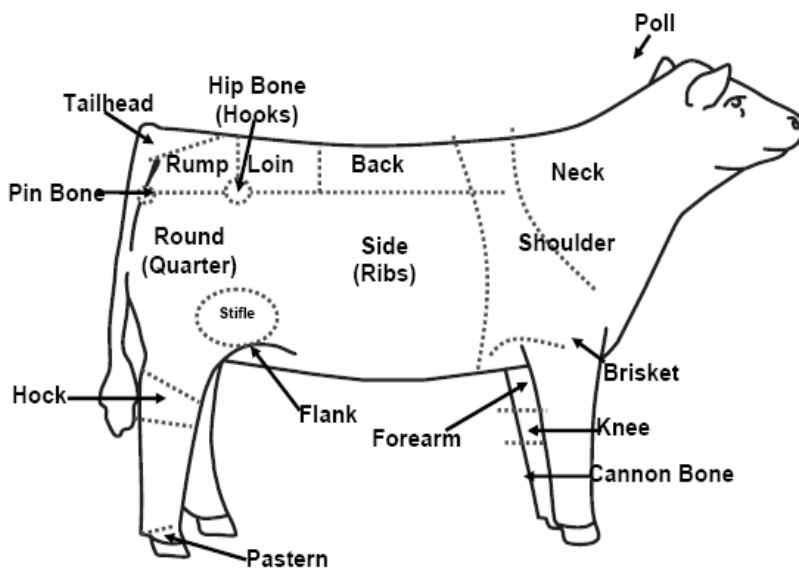
Advantages Criticisms

Structurally more correct
Longer (freer) striding
More desirable set to his hock
More desirable slope of shoulder
Moved with more flex to his hock
more correct legs
Truer tracking
Stands wider and squarer behind
Heavy boned
Stronger topped
Leveler and squarer from hooks to pins



Cattle Evaluation in General

Parts:



Have members look at the picture on the left. It shows the parts of the animal that they need to know in order to judge or select their own show animal.

A good way of thinking about judging any animal is that one part, or area, should blend or flow smoothly into the next giving a smooth appearance.

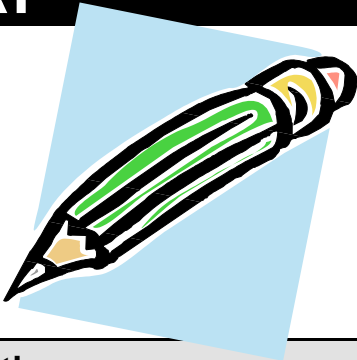
It may be wise for the members in the beef group to get instruction from an experienced showman, as to what is expected in the showing. Beef leaders or senior members could arrange for a hands-on workshop for members to actually work on animals. Instruction should be given to members as to which type of clipper should be used, which products to use and when and how to enhance the overall appearance of the animal.

Showmanship skills should also be a main focus, as a good showman can



PROJECT MEETINGS DIARY

Most projects will require at least six to eight project meetings to complete the project.



Meeting Date	Location	Time	At this meeting, we...

Community and Agriculture Awareness Projects

COMMUNITY PROJECT

Each year you are encouraged to provide a service to your community as a 4-H member. This introduces you to the responsibilities of citizenship. You must participate in your club's plan for a community project and you should have a role to play. Describe your involvement with your club's community project this year.



Our Community Project was _____

I helped by _____

It was beneficial because _____

I learned _____

AGRICULTURE AWARENESS PROJECT

Agriculture is one of PEI's main industries. You are expected to participate with your club to complete a project (or provide a service) which helps your club or others become aware of the importance of agriculture in our lives. As in the community project, you should actively participate.



Our Agricultural Awareness Project was _____

I helped by _____

It was beneficial because _____

I learned _____