

**Creating a Livestock Show from the Beginning for the benefit of Youth in the Agriculture Industry and Continuing the Tradition of Showing**

A Senior Project  
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### **Introduction/Need**

Youth throughout the country have been shown to benefit through organizations focused on leadership and real-world tangible skills. Organizations such as the National FFA Organization and 4-H Youth Development are key organizations for this growth. Livestock shows are another layer to these organizations and youth development. “Livestock shows provide interactions through different environments that expose participants to different cultures,” (Davis, 1998).

Additionally, “When it comes to showing livestock, an individual not only reaps physical reward at shows, but more important, gains underlying skills that will never be replaced,” (Church, 2014). For these reasons the importance of livestock shows is crucial to continue the different layers of development and skills that are only learned within the ring.

For these reasons it is important to provide more opportunities to the next generation of agriculture. There are currently 28 different livestock jackpots within the state of California throughout one year, (CJLA, 2020). Due to the large geographic landscape of California, additional options and sizes of shows are necessary for all who wish to participate in jackpots to have the opportunity. For this reason, the “No Limit High Roller Livestock Show” will be created.

### **Background**

No Limit High Roller Livestock Show will be created similar to Cal Poly’s Western Bonanza Junior Livestock Show. Western Bonanza began as a senior project by Mark Reichle. His show had the same intention as the authors of wanting to provide a place where the next generation of youth can participate in agriculture through livestock showing.

In 2019, Western Bonanza hosted more than 750 exhibitors and over 5,000 entries and continues to grow each year. The show offers hands on opportunities to the students running the show and the exhibitors entered (Western Bonanza, 2020). This is an example of a previous generations senior project that needs to be improved upon to start something in the current era.

Considering the chart of other shows and their entry fees/ premium payouts the following is the breakdown for the No Limit High Roller Livestock Show.

For cattle the entry fee will be \$40/head. From that \$40, \$10 will be retained for the Grand Champion and Reserve Grand Champion. The Grand Champion will receive 60% of that money and 40% will go to the Reserve Supreme Champion. For our hog exhibitors the entry fee will be \$30 and again \$10 will go towards the Grand and Reserve with the same percentage breakdown. For both species each class will receive premiums dependent on how many head are in that class. For classes with 4-9 entries 1<sup>st</sup> will receive 40%, 2<sup>nd</sup> will receive 30%, 3<sup>rd</sup> will receive 20%, and 4<sup>th</sup> will get 10%. With 10+ entries 1<sup>st</sup> will get 30%, 2<sup>nd</sup> and 3<sup>rd</sup> will get 20%, 4<sup>th</sup> 5<sup>th</sup> and 6<sup>th</sup> will get 10%.

### **Methodology**

The first consideration when creating a livestock show from scratch is the choosing of the date and location. Depending on if the show will be sanctioned by a junior livestock association the show must not conflict with any other show in that state. Within California the spell out CJLA (CJLA) is the overseeing board to sanction shows and posts its schedule to cross reference weekends and dates that will work (CJLA, 2020). It is also crucial when considering locations to not be so close in proximity to other shows that it discourages exhibitors from coming, but also within range that it is not an undesirable distance from the majority who wish to participate.

Also, the venue must be large enough to house the size of the show as well as grow each year while remaining in the budget.

After deciding upon the date and location for the show, the next step is to create the name and theme. This provides for the ability to begin marketing for the show and advertising entries as well as prizes. This leads into starting the entries program. Purchasing rights to a software either Blue-Ribbon or Showworks will let the entries process start with the proper software capabilities to withstand growth, organization and structure in the entries office. ShoWorks has a five-layer price break-down according to what is needed, ranging from Trial to Enterprise. It also provides the ability for growth as entries over the years increase and the different editions can change with the show's needs, making it typically the preferred and more user-friendly option (ShoWorks, 2020).

In the current show world, the marketing behind it is crucial to not only providing information about the show but can be the driving force behind why different families choose to attend the show. The level of pabulum the show gathers adds to the level of sponsorship and the amount of premiums available to distribute.

First, for information sake, a website needs to be created to host the show schedule, rules, entries, etc. Sites can range from simple, WordPress or SquareSpace, or if working through another entity, add a page to a current website focused on the show.

Second, social media presence needs to be developed, with a Facebook Page to provide additional information, Facebook Lives, and detailed descriptions and links. In conjunction, an Instagram and Twitter are some of the best ways to reach a show audience. Livestock youth appreciate the benefit of a good show picture, and Instagram is great for that vibrant, eye-catching image. Twitter, if run properly, can be perfect for quick updates during the show, as well as giving links guiding towards aspects such as the entries portal or rules guidebook. Twitter is also a leading social media in the Midwest and can bring in further ranging individuals to the show no matter that location.

Print marketing is still key to the livestock industry, magazines and show packets included. Determining the location of the show, can choose the best magazine to choose from for the initial print advertisements, and then as the show grows the range of advertisements can grow as well. For instance, a show on the west coast would choose to advertise in Pacific Showcase first before moving towards a more nationally recognized magazine like Showtimes.

Marketing can be extremely expensive, especially if done correctly. Social media, while the initial use is free, can cost money to use the features to push posts, as well as the high cost of hiring an individual to manage it. Creating content as well as answering questions that funnel through social media is time consuming and should have one designated individual in charge to monitor the quality of public communication. Websites range according to how much the designer wants control, in addition to if the hyperlink shall be exclusively the name of the show or if there will be the domain name attached. The cost of print marketing again depends on the choice of magazine or site used for advertisement, as well as if the company has to put in any additional work themselves.

*Marketing Budget*

<i>Item</i>	<i>Price Range</i>	<i>Site/Company</i>
Website	\$0-\$40/Monthly	Squarespace
Instagram	\$0-\$15/Monthly	Instagram (Includes if promotions, purchased followers or paid for advertisements are used)
Facebook	\$0-\$100/Monthly	Facebook Business Profile (Includes if promotions, purchased followers or paid for advertisements are used)
Twitter	Free (Could hire someone to manage)	Twitter
Magazine Ads	\$595 (Full Page)	Showtimes
Magazine Ads	\$663-\$1170 (1-2 Page Spreads)	Pacific Showcase
Radio Interviews	Free (if done right)	Require set-up times for interviews and different stations

Contacting judges begins approximately six months prior to the jackpot show, and with the first year of hosting a show, should be accomplished even earlier. Getting judges that are from out of the state will assist with preventing conflicts of interest with judges having their own livestock exhibited. Judges names and contact information can be found through the Livestock Judging Association, which also provides basic information for where they are from as well as years they have been judging (LJA, 2020). Once a verbal commitment from the judges is met contracts need to be provided and anything that was promised to them needs to be managed ranging from flights to hotel confirmation.

*Ring Staff Breakdown*

Announcer	1
Check-In	1
Clerk	1
Ring Lead	2

*General Staff Breakdown*

Office	2
Barn Supervisor	1
Livestock Superintendent	1
Marketing/Media	1

## Conclusion

After completing the research on creating a livestock show from scratch, information was drawn from other livestock shows around the country as well as the authors knowledge and background in the industry. The larger shows allow all species to show but for the initial years, specific species should be chosen based upon their popularity to grow the stability of the show. This is why cattle and swine were chosen.

The authors have decided upon the name for the show to be “No Limit High Roller Jackpot Show.” This title was selected to match the name of the show with the theme and marketing plan that will be used by management. The website, social media, awards, etc. will match a poker and casino theme. In addition, this theme will also imply that our premiums and champion payouts will be lucrative.

Since there has been a large number of cancellations of shows and fairs in 2020 the authors decided to hold off on deciding on a date and time for the No Limit High Roller Jackpot. Both of the authors would like to take this plan of creating a show and have its inaugural year happen within the next five years. As the show grows and exhibitor and entry numbers climb, lambs and goats will be added to the No Limit High Roller Jackpot Show. Once those numbers are consistent the show can grow to more species and may even need to move locations to accommodate the quantity of livestock that attend.

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