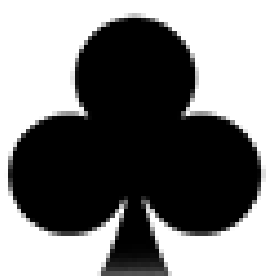


# CREATING A LIVESTOCK SHOW

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## INTRODUCTION

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).



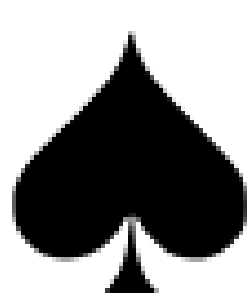
## BACKGROUND

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



## METHODOLOGY

- Choose a date and location for your show.
- 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.
- The venue must be large enough to house the size of the show as well as grow each year while remaining in the budget.
- 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.



- After the date and location is decided upon the next step is to create the name and theme.
- Contact judges approximately six months prior to the jackpot show, and with the first year of show even earlier because it will be more difficult.
- 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

## NEED

"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

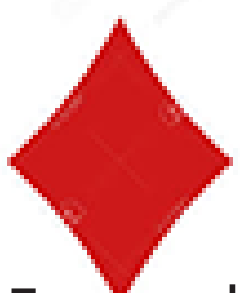


within the state of California throughout one year, (CJLA, 2020). Due to the large geographic landscape of California, additional options and sizes of shows are necessary for to participate in jackpots to have the opportunity. For this reason, the "No Limit High Roller Livestock Show" will be created.



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 1st will receive 40%, 2nd will receive 30%, 3rd will receive 20%, and 4th will get 10%. With 10+ entries 1st will get 30%, 2nd and 3rd will get 20%, 4th 5th and 6th will get 10%.



### Marketing Budget

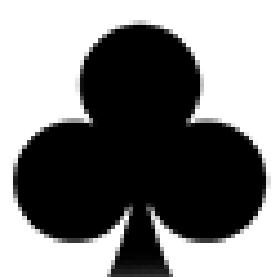
Item	Price Range	Site/Company
Website	\$0-\$40/Monthly	Squarespace
		Instagram (Includes if promotions, purchased followers or paid for advertisements are used)
Instagram	\$0-\$15/Monthly	
		Facebook Business Profile (Includes if promotions, purchased followers or paid for advertisements are used)
Facebook	\$0-\$100/Monthly	
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

## 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.

"No Limit High Roller Jackpot Show" was selected to match the name of the show with the theme and marketing



plan that will be used by management. 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 show.



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### Other Show Payouts - Cattle

Show	Entry Fee	Supreme Champ. Payo	Reserve Champ. Payou
Western Bonanza	\$50		
Red Wave	\$40	\$300	\$200
Cattlemen's Jackpot	\$50	\$500	\$250
Northern Exposure	\$40		
CowPalace	\$50	60%	40%
Pacific Coast Jackpot	\$30		
Harvest Moon Jackpot	\$30		

### Other Show Payouts - Swine

Show	Entry Fee	Supreme Champ. Payo	Reserve Champ. Payou
Western Bonanza	\$35		
Red Wave	\$30	\$200	\$150
Northern Exposure	\$35		
CowPalace	\$32	60%	40%
Pacific Coast Jackpot	\$30		
Harvest Moon Jackpot	\$30		

