July, 2014

Dear 4-H Beef of Merit Exhibitor:

It is great to have you as a Beef of Merit Exhibitor. This letter will give you some additional information specifically for the Beef of Merit Show. However, be sure to read the Iowa State Fair Premium book for all information. The Premium Book is available ONLY online at, http://www.iowastatefair.org/competition/categories/#4-h/, or at, http://www.extension.iastate.edu/4h/StateFair/livestock.htm.

Please also read the regular beef exhibitor letter as well as this supplemental information.

Remember that Tyson Fresh Meats, Denison, has a policy of not accepting animals weighing 1500 lbs. or more. There is a possibility that an animal weighing 1500 lbs. or more will not be accepted at the plant if you decide to enter the beef of merit show. If the animal is not accepted at the plant, you will need to have a backup plan on what to do with that animal and arrange for transportation and pay the additional cost of getting it from the plant in Denison to where you would like it go.

Sign up for Beef of Merit may take place at check-in time. Beef exhibitors may enter a maximum of two head of market beef steers. A third steer may be entered, if exhibited ONLY in Beef of Merit. Please encourage other beef exhibitors to be a part of this opportunity. If you entered the regular market beef show and have decided not to exhibit in that show please let the check in staff know. At check-in, exhibitors must determine which window, A or B, to exhibit in the live show. Exhibitors correctly entered in the live show window and meeting the grid market window specifications will receive an additional $10 premium.

Please note and follow the times for all beef animals:
- Beef must be stalled by 11:00 a.m. on Monday, August 11th.
- Check-in and weighing will occur on Monday, August 11th from 8:00 a.m. to 1:00 p.m.
- Check-in will be located in the Livestock Pavilion
- Exhibitor meeting begins at 1:00 p.m. on Monday in Media Center in the cattle barn.
- Live show will be Tuesday, August 12th at 5:00 p.m. in the Pavilion Arena, following the breeding beef heifer parade and supreme champion selection. LISTEN to the public address system for time specifics.
- Parade of Champions on Wednesday, August 13th will include Window A & B live show champions.
- Load-out will be Wednesday, August 13th following the Parade of Champions about 4:00 p.m.

Again in 2014: All steers will be randomly tested for drug residues at Tyson Fresh Meats in accordance with USDA Food Safety and Inspection Service guidelines.

Taking care of your animal is a year-round project and it is especially important during fair. As a livestock producer, you have extra responsibilities. These responsibilities include the proper care and health of your animal. Enclosed is an important document, Producing Safe Food Includes No Residue in Show Animals. It is important that all youth livestock producers know and abide by the laws and withdrawal times established by the Food and Drug Administration.

A copy of the Iowa 4-H Animal Care and Management Disclosure Statement is enclosed also. All medications and treatments from February 1 to the present MUST be listed on this Disclosure Statement. The purpose of this statement is to provide a safe and fair atmosphere for you, other exhibitors, your potential livestock buyers and consumers. This statement MUST BE COMPLETED, SIGNED and TURNED IN before you receive your T-shirt and exhibitor number.

As the beef industry continues to evolve with focus on the end-product and the consumer satisfaction, Value-Based Marketing has become very common. This pricing of fed cattle is on their individual carcass merit. Elements that are important to this individual pricing are appropriate carcass weight, quality grade and yield grade. Currently the most prominent markets available in value-based marketing reward cattle for a higher percent of red meat yield (% retail product) and higher degrees of marbling (upper 2/3s Choice and Prime). Price premiums are associated with these better carcass attributes. The premiums vary from packer to packer and can change during the year based on supply and demand. Final placing in each window will be based on Carcass Value per Day on Feed (CVDOF).
Window A – High Cutability Grid Market for 600-950 pound carcasses only.
(Lighter or heavier carcasses are not eligible.)

Window A: Quality and Yield Grade Grid Premiums used for contest calculations.

<table>
<thead>
<tr>
<th></th>
<th>Yield Grade 1</th>
<th>Yield Grade 2</th>
<th>Yield Grade 3.0 to 3.50</th>
<th>Yield Grade &gt;3.5, 4, or 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime</td>
<td>$11/cwt</td>
<td>$8/cwt</td>
<td>$4/cwt</td>
<td>Not eligible</td>
</tr>
<tr>
<td>High &amp; Ave. Choice</td>
<td>$9/cwt</td>
<td>$6/cwt</td>
<td>$2/cwt</td>
<td>Not eligible</td>
</tr>
<tr>
<td>Low Choice</td>
<td>$7/cwt</td>
<td>$4/cwt</td>
<td>Market Base Price</td>
<td>Not eligible</td>
</tr>
<tr>
<td>High Select</td>
<td>$7/cwt plus Market Base price less CH-SE discount</td>
<td>$4/cwt plus Market Base price less CH-SE discount</td>
<td>Market Base price less low Choice Select discount</td>
<td>Not eligible</td>
</tr>
<tr>
<td>Low Select or lower</td>
<td>Not eligible</td>
<td>Not eligible</td>
<td>Not eligible</td>
<td>Not eligible</td>
</tr>
</tbody>
</table>

Window B – High Quality Grid Market for 600-900 pound carcasses only.
(Lighter or heavier carcasses are not eligible.)

Window B: Quality and Yield Grade Grid Premiums used for contest calculations.

<table>
<thead>
<tr>
<th></th>
<th>Yield Grade 1</th>
<th>Yield Grade 2</th>
<th>Yield Grade 3</th>
<th>Yield Grade 4 or 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime</td>
<td>$14/cwt</td>
<td>$12/cwt</td>
<td>$9/cwt over base</td>
<td>Not eligible</td>
</tr>
<tr>
<td>High and Average Choice</td>
<td>$10/cwt</td>
<td>$8/cwt</td>
<td>$5/cwt over CH-market base price</td>
<td>Not eligible</td>
</tr>
<tr>
<td>Low Choice</td>
<td>Not eligible</td>
<td>Not eligible</td>
<td>Not eligible</td>
<td>Not eligible</td>
</tr>
<tr>
<td>Select &amp; lower</td>
<td>Not eligible</td>
<td>Not eligible</td>
<td>Not eligible</td>
<td>Not eligible</td>
</tr>
</tbody>
</table>

It is important to realize these premiums will be used in the calculations, but when you actually sell your cattle they will be sold at the cooperating harvest facility prices. These premiums and discounts to the placing formula calculation would shift more emphasis to carcass merit and less on average daily gain.

Dark cutter beef will not be discounted in the contest calculation price, but will be discounted in the actual price paid. There is a Dark Cutter assessment plan again this year. Each Beef of Merit entry will be assessed $.40/cwt live weight, with money being divided and adjustment checks (amount determined by the dark cutter committee) mailed to each 4-H’er with a dark cutter carcass in October. Please be advised that the committee may consider changes to the adjustment payout policies, particularly for exhibitors who have recurrent problems with dark cutters. 4-H’ers in the Beef of Merit division will have a trucking fee, check-off fee, a carcass data collection and results mailing fee deducted from their checks also.

We plan to offer the carcass merit prediction contest again this year. Beef of Merit exhibitors can pick up a card at the 4H beef office after check in and write their estimates of back fat, rib eye, and carcass quality grade for their entry. Those closest to the actual measurements will be eligible for a small prize.

Remember that one of the great advantages to showing in the Beef of Merit show is that you can show in this contest as well as the regular Market Beef Show. Furthermore, this contest allows you to find out whether you are producing beef that is superior in attributes important to the beef industry. If you know another Iowa State Fair 4-H beef exhibitor who has not already entered the Beef of Merit class, please inform them that they may add that entry during the beef check-in at the Iowa State Fair. If you have any questions concerning the 4-H Beef of Merit show, please feel free to contact us.

Sincerely,

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