



The New Mexico Select Beef Heifer Project

Project objective:

While raising and developing a replacement beef heifer, youth will experience and gain knowledge about the beef industry through hands on workshops, field trips and seminars on topics including genetics, nutrition, business planning, feed lot production, immunology, grass fed beef, fertility, industry and consumer trends.

Upon completion, participants will receive **buckles** and **cash awards** with the high point and reserve high point winners receiving **college scholarships**.

1. Select Beef Heifer Replacement Project is limited to 15 participants.
2. Participant must be enrolled in 4-H or FFA and will be selected through an application process scored by industry professionals and university specialists.
3. Participants are limited to one heifer each.
4. Project placing will be determined by a points system (1000pts)
 - a. Written exams (200pts)
 - b. Business plan written and oral presentation (200pts)
 - c. Record keeping (200pts)
 - a) Financial
 - b) Average Daily Gain (ADG)
 - c) Monthly activity report
 - d. Sponsor producer communication (monthly activity report) (200pts)
 - e. The Masters of Beef Advocacy online course (50pts)
 - f. Participation project seminars and activities (150pts)
 - a) Beef Quality Assurance (BQA) training
 - b) Feeding, nutrition and immunology
 - c) Digestive system
 - d) Reproduction: anatomy, endocrinology and reproductive technologies
 - e) Genetics, EPD's and sire selection
 - f) Business planning, marketing and finance
 - g) Written and verbal communication skills
 - h) Industry trends and consumer perceptions

- i) Hands on participation in cattle branding including tagging, castrating and administering vaccinations
 - j) Feed lot tour
 - k) Hands on artificial insemination with live cattle
 - l) Tour of a grass fed beef operation, working cattle ranch, processing facility and feed mill
5. Heifers will be assigned a number; the youth will draw numbers to determine the order in which selections will be made. *Ex. #1 gets first pick.*
6. Heifer cost will be preset. The price for registered heifers will be calculated at 2.5 times the market value of a 5 weight steer, commercial heifers will be priced at market value. A 20% down payment will be required on selection day with a note for the balance due at the completion of the project to be signed by the youth's parent(s)/guardian, to be held by the breeder. Prices will be set prior to the informational meeting each year.
7. Participants are required to complete a Beef Quality Assurance (BQA) training provided through the Valencia County Extension office.
8. Youth participants will provide producer/sponsor with monthly up-dates including, health, feed consumption, disposition, weight, average daily gain (ADG), and project activities attended. Reports will be submitted to project leader(s) who will keep copies for their records then send on to the producer/sponsor.
9. Participants will work as a team to create a "Premier Beef Heifer Sale" including securing the venue, developing a sale catalog and marketing the event.
10. Youth responsibilities:
 - a) Animal health and care
 - b) Record keeping
 - c) Feeding and feed costs
 - d) Halter breaking
 - e) Monthly reports to producer/sponsor
 - f) Transportation to activities involving participant's heifer
 - g) Join respective junior breed association
 - h) Completion of business and marketing plan
 - i) Participate in "Premier Beef Heifer Sale"
 - j) Attendance at project activities, workshops and trainings
 - k) Death loss insurance

11. Producer/sponsor responsibilities:

- a. Heifer breed registration transfer to joint ownership with youth participant
- b. A.I./breeding costs (breeding costs will be paid to producer at completion of project)
- c. Carry note for balance of heifer price

12. Project leader(s) will organize and host project activities, workshops and trainings.

13. Project leader(s) will be available for weekly visits for the first month, then as needed throughout the remainder of the project season.

14. Project material submission: (Dec.-Oct.)

- a. Written exams
- a. Record keeping (monthly)
- b. Business plan presentation (July)

15. Premier Replacement Heifer Sale: (TBD)

- a. Premier Replacement Heifer Sale minimum bid will start at total heifer purchase price plus average feed cost of heifers in the project
- b. Participants who will retain ownership and purchase their heifers will display their heifers at the sale, but are ineligible to sell.
- c. The final note payment including A.I./breeding cost will be due upon completion of the project (30 days after the sale).

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