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FEED & SUPPLY CO.®



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Selection + Evaluation

*Factor #1
of a successful beef project:
selection of a quality
steer/heifer*

BUYING A STEER

- + Buy from a reputable breeder or sale that has a good reputation of working with young people. Buy your steer with the correct weight for your fair. For example, don't buy a large frame 800 pound steer in December for an October fair.
- + For steers, do your math at home and determine what weight range you will need to best fit for your county fair. The correct end weight for most steers at the fair will be 1250–1350 pounds to achieve a carcass that will grade Choice. A steer will gain approximately 3 pounds per day if fed correctly. Keep this in mind during the selection process. Remember when summer hits you may see a decrease in feed consumption due to heat. Once you have determined your desired weight range, you will need to focus on the following:

STRUCTURAL CORRECTNESS

- + Extremely important that the animal has sound feet and legs. Show cattle should have straight legs with good bone. As the animal gains weight you will see the animal become more unsound if he/she is not sound to begin with. Structural correctness also includes levelness of topline. Spend time with someone to sharpen your knowledge and learn how to evaluate soundness.

MUSCULARITY

- + Look down the top for shapeliness over his loin area and width through the stifle area of the steer. Avoid cattle that are too round in their muscle pattern. It also good to watch the animal walk away from you and that he/she tracks wide (good indication of natural thickness).

BODY

- + You want your livestock to be “soft” middled. Look for depth of fore and rear flank, a good indicator of the animal's ability to eat more due to increased internal capacity.

STYLE AND BALANCE

- + Look for an up headed, well balanced, attractive steer/heifer that is free from excess skin/leather through brisket and/or navel.

DISPOSITION

- + Select for a good disposition. This will help all involved to have a positive experience.

Feeding + Nutrition

Factor #9
of a successful beef project:
proper feed & care
at home

BRINGING YOUR CALF HOME

Ask to take a bag of feed home when you pick up your calf to slowly transition your calf over to the feed you will use for the project. Divide the feed equally and start out slowly to avoid digestive tract issues. Gradually increase the amount of grain every 4 days until you get to the desired amount. Generally for grain you will want to feed your steer approximately 2.5–3.0% (grain + hay) of his/her body weight. More grain is desired if your steer is thinner condition and appears to be taller. Feed that body type to gain condition and help decrease skeletal growth (keeping him more moderate).

- + Feed at the same time each and every day! Cattle are creatures of habit, feed consumption will decrease if feeding times change.
- + Divide daily ration equally for AM and PM feeding.
- + Feed offered but not cleaned up should be removed.
- + Feed pans should be cleaned after each feeding, avoid stale feed.
- + Feed grain first, followed by hay.
- + Clean, cool water available at all times.
- + Provide clean, long stem grass hay.
- + Stay on a routine feeding schedule.
- + If you have multiple steers/heifers, feed separately.
- + Feed to the *phenotype* (what your animal looks like: is he small framed or large framed? Is he/she thinner conditioned or an easy keeper?)
- + Ask for advice. Send pictures for advice.
- + Remember to be consistent to achieve success.

STEERS

Average steer needs 6–8 pounds of grain to gain 1 pound of body weight. So if your steer weighs 600 pounds and desired end point is 1300 pounds then your steer will need to gain 700 pounds. If you have 250 days until your fair, then your steer will need to gain 2.8 pounds per day. This means you need to feed approximately 20 lbs./day. In the beginning, he will eat less due to body weight, but at the end consume over 20 pounds per day. Make adjustments through the duration of the project.

HEIFERS

To develop a show heifer properly, you need to evaluate body type. For example, British breeds tend to gain condition easier and will require less grain and more roughage, where as Continental breeds (Charolais, Limousin, Chianina, Simmental) will require more grain in their daily diet. Choose a diet with 12–13 percent protein. Heifers should gain approximately 1.5–2.5 pounds per day. It is very important to monitor body condition on heifers to avoid their becoming too fat, causing problems for breeding. Heifers need plenty of exercise. It is important to provide a good run or pasture to turn them out at night. Good forage is also very important for breeding cattle.

Management Tips

*Factor #9
of a successful beef project:
proper feed & care
at home*

HALTER BREAKING

- + When you first bring your calf home, let him/her get adjusted to the new environment for a few days.
- + Start out with a long show stick and small pen. Let him get used to being scratched prior to putting on a halter. Do this every day for a week. Some might need more or less of this, depending on how they react.
- + If he/she is very calm, then proceed with the halter, preferably a rope halter with a ring. This allows pressure release for the calf. Avoid tying the calf up the first few times. Don't get in a hurry. Try to always have a positive experience. Do this in a 12 x 12 pen so they can't get away and develop bad habits.
- + If you are making progress and the calf is calm, then start tying the calf up and remain there with him, scratching on him with the show stick.
- + Do not leave the halters on the calf. This can make his head extremely sore and even swelling can occur, thus creating a negative experience. It's best using a small pen and even using a panel to halter if needed.

DAILY HEALTH CHECKS

- + Feeding time is the best time to observe health. Take the time to watch your calf. If behavior has changed, there may be a health issue.
- + Cattle have an average temperature of 101.5°.
- + Look at body hair to be sure they are not rubbing out hair due to lice or ring worm.
- + Consult a veterinarian for medical advice.

FEEDING

- + Choose a complete, fixed and balanced high quality ration for good rate of gain, preferably with chelated minerals. Learn to read a feed tag.
- + Use a steer feed close to 12% protein and 4–5% fat.
- + Be consistent, feed at the same time each and every day!
- + Be consistent with measurement of feed. Initially weigh out feed.
- + Don't change feeds rapidly.
- + Fresh, clean, cool water at all times.

Management Tips

Factor #2
of a successful beef project:
proper feed & care
at home

ENVIRONMENT

Provide a clean, dry environment.

- + During summer months, provide shade, fan and mister to help decrease body temperature and help maintain feed consumption.
- + Clean pen on a daily basis. Wood chips make great bedding but need to be cleaned of manure every day. A small turn out pen a night is ideal, and allows for free exercise.
- + Older heifers might need to be turned out in larger area for more exercise to prevent heifer from becoming too fat.

TRIMMING FEET

- + Trim feet 5–6 weeks prior to show
- + This might need to be done 2 times during the year
- + Don't do the week prior to the show due to soreness of feet

RINSING/WASHING/DAILY CARE

- + When daily temperature increases, start rinsing daily (use soap once a week).
- + When going to wash rack practice setting calf up using show stick, 10–15 minutes each day.
- + Rinse daily and use a dip bucket (mix 1 cup of vinegar, 1 cap of Listerine mouth wash, 1 tablespoon of Mane N Tail conditioner, then fill bucket half way with water) dip tail in bucket, then pour over back of calf. Use elbow grease and brush hair first down, then brush/comb hair forward. Using blower, blow calf dry.
- + Following wash rack, tie calf up for 1-2 hours. This will help him get used to standing up for a period of time and will make him easier to show. (Do not leave unattended)

MONITORING GROWTH

- + Weigh on a monthly basis to be sure you are on target for your fair.
- + Determine your average daily gain and adjust feed according to your target weight.
- + Remember to feed to your steer or heifer's phenotype.
- + Contact your feed representative for advice.

Fitting + Showing

Factor #3
of a successful beef project:
fitting and show
preparation

SHOWMANSHIP

The goal is to present your animal in the best possible way to the judge. You can have the best animal at the show, but if he/she does not show well then you are likely to get beat in the show ring.

- + Sometime prior to the county fair, it is a good idea to take your calf somewhere overnight to get him accustomed to being away from home. It's best to go to a small jackpot for the calf to learn how to travel.
- + Success in the show ring begins at **home**.
- + Start with practicing and training your steer/heifer at home. Be patient and train your calf to lead properly and to respond to your halter and show stick.
- + Every day practice leading your calf and setting them up properly. Have patience and be consistent.
- + Using a video is also a good idea. Have a friend or parent film you so you can observe your style. Be sure to watch others show that are successful to gain tips on what you can do to better yourself in the ring.

FITTING

Fitting also starts at home. Rinsing your calf every day and brushing/combining the hair correctly will train the hair.

STEP 1: TRAINING THE HAIR

Thoroughly rinse your calf and dip him. Brush all hair down to remove excess water. Brushing helps stimulate hair growth. So using a rice root brush/fluffer comb and plastic wash brush, comb the hair forward. Don't forget the legs. This will help get the desired show ring pop and bloom.

STEP 2: BLOWING

Completely dry the calf. Blow hair forward and avoid creating lines. Keep the blower at a 30–45 degree angle. Cattle with wavy hair might need additional combing while you blow to help get the hair straight.

STEP 3: APPLYING HAIR CONDITIONER

Once the calf is completely dry, apply a hair conditioner to the hair and comb it in well and then blow the hair forward. (Weavers, ProCharge and/or ProPolish, or Sullivans Kleen Sheen). After blowing in the product, use your fluffer comb again.

STEP 4: CLIPPING

Be sure animal is clean prior to starting. Purpose is to create the perfect animal. Know your animals faults and minimize them.

- Take high points tighter
- Smooth shoulder
- Leave hair in holes
- Clip belly, shape & straighten underline
- Clip hocks tighter
- Block butts
- Heads & cheeks short
- Fit top line flat & wide
- Clip front end, brisket, sheath & navel tight
- Balance animal with tail head & switch

Show Preparation

*The more hours and hard work
you put into your project,
the more successful
you will be.*

PACKING YOUR BEEF SHOW BOX

- + Rope Halter
- + Neck Rope
- + Water Hose & Nozzle
- + Soap
- + Conditioner
- + Rubber/Plastic Brush
- + Fly Spray
- + Heavy Duty Extension Cords
- + Fan
- + Vita Charge Paste
- + Blower
- + Feed Pans
- + Water Bucket
- + Bolus Gun
- + Hammer & Nails
- + Pliers
- + Screwdriver
- + Pitchforks or Apple Forks
- + Rake
- + Broom
- + Blocking Chute
- + Electrical Tape
- + Portable Lights
- + Clippers
- + Blades
- + Scissors

SHOW DAY NEEDS

- + Show Halter
- + Show Stick
- + Rice Root Brush
- + Scotch Comb
- + Final Bloom
- + Easy Out
- + Alcohol
- + Show Adhesive (Prime Time, Tail Adhesive)
- + Show Foam
- + Spray Paint (Depending on color of your steer)
- + White Touch Up
- + Smart Sensation Comb
- + Simulator Combs
- + Show Sheen
- + Hair Dye (If steer or heifer is black but is red tinged)

FEEDS

- + **SHOWMAKER HEIFER & STEER DEVELOPER** A textured feed with balanced fiber and fat to produce an optimal rumen environment and develop "show bloom." Fed to beef cattle weighing 200–500 pounds (*Crude Protein 13.4%, Fat 4.0%*)
- + **SHOWMAKER BEEF GROWER / FINISHER** A textured feed for show cattle weighing more than 500 pounds. Formulated to promote a steady feed intake, and maximize lean gain and condition. (*Crude Protein 12.0%, Fat 3.5%*)
- + **BACKGROUNDER** A cost effective complete ration for preconditioning cattle. Comes with a 4 plex mineral package (*Crude Protein 12.3%, Fat 3.0%*)
- + **SHOW-RITE® CRUISER B30 GROWER** High fiber complete feed for growth or to maintain bloom. (*Crude Protein 13.0%, Fat 3.0%*)
- + **SHOW-RITE® THROTTLED UP B30 FINISHER** High energy finishing feed formulated to maximize performance and provide bloom and finish (*Crude Protein 12.0%, Fat 4.0%*)
- + **RIVAL BASE** A great starting point for all cattle to allow for proper skeletal and muscle development while still providing enough energy to acquire the right amount of bloom to be sold or shown at an early age (*Crude Protein 13.1%, Fat 3.2%*)
- + **RIVAL BEAST** This high energy feed is formulated to push the limits by increasing mass, body, and bloom for a BEAST-like look (*Crude Protein 12.5%, Fat 4.0%*)
- + **RIVAL BOLD** A high fiber, low energy diet strategically formulated to meet a heifer's protein, vitamin and mineral requirements once a desired look has been achieved to maintain that BOLD Look to their body and muscle without sacrificing freshness (*Crude Protein 13.0%, Fat 2.4%*)
- + **SHOWFILL** High fiber holding ration fed to help manage weight (*Crude Protein 8.3%, Fat 2.4%*)

SUPPLEMENTS

- + **3 HRS OUT** Must have for every showbox! Uses electrolytes & innovative ingredients help animals metabolize energies to give a one of a kind look that will impress the judges
- + **ATTITUDE ADJUSTMENT** Paste designed to help relieve stress and make livestock more manageable in the show ring. Can be used during trimming, clipping, practicing and any stressful time
- + **EXTREME NATURAL STRIDE** Combines the most effective ingredients currently available to fight arthritis & joint problems
- + **GOLD DUST POWER FLUID/PASTE** Adds muscle "pop," show day freshness, helps sheep, goats, swine & cattle reach their potential
- + **SHOWMAKER BLOOM** A highly digestible, 100% dry vegetable prilled fat top-dress. Provides a dense source of calories to increase average daily weight gain and improve hardness of intramuscular fat and coat condition
- + **SHOW-RITE® ACCENT** Highly palatable supplement helps build immunity, improve feed intake, secure gut health and allow livestock to maximize their genetic potential
- + **SHOW-RITE® MUSCLE-IN-MOTION** A top-dress and formulated to improve muscle mass, muscle shape, and water retention without the effects of Paylean or other drugs
- + **SHOW-RITE® REFRESH** High powered electrolyte to keep show animals hydrated during stressful times
- + **SHOW-RITE® RITE FACTOR MULTI-SPECIES** All natural, alfalfa based, drug free supplement helps highlight the traits which are important in the show ring for show cattle, goats, pigs and sheep
- + **SHOW-RITE® SCULPT** Helps tone and firm muscle in beef cattle, swine, sheep and goats
- + **SHOW-RITE® STRETCH** Designed to increase expansion of the belly. Can be used the day of the show, a few days before, or it can be added to a holding ration weeks prior to the show
- + **SHOW-RITE® SWELL** A highly digestible supplement proven to give animals the show day fill, bulk, and expansion necessary to set them apart from the rest
- + **SURE CHAMP** Every day top dress supplement that promotes a healthy appetite on a daily basis and during high stress time. It strengthens growth rate and muscle development using chelated minerals for increased hair and skin quality
- + **SURE CHAMP EXTREME WITH CLIMATE CONTROL** Amaferm for appetite & gut health, Climate Control for extreme temps, and insect repelling garlic
- + **SURE CHAMP SPARK** A pelleted, concentrated daily supplement with the Amaferm® advantage for show livestock that can be top-dressed or mixed in the ration to drive appetite to higher levels and improve digestive health
- + **VITACHARGE LIQUID BOOST** Amaferm, Mos, and Niacin help increase gut health and ability to fight off stress
- + **VITA CHARGE STRESS TUB** Amaferm & Bio-Mos tub keeps cattle on feed during stresses of weaning, showing
- + **VITA CHARGE PASTE** Vita Charge contains two times the recommended Amaferm® dosage with essential vitamins, trace minerals, and macro minerals to support microbial health. Ideal product to be used anytime the animal's digestive system is challenged or there is a desire to stimulate intake
- + **VITAFERM HEAT** A free-choice vitamin and mineral supplement for beef cattle on pasture to help prevent heat stress during temperatures of 70 degrees and above, or anytime cattle are grazing fescue.