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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 comfortable joints and good bone structure. 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 #2
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 #2
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

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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, but if they don't show well, you're 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

Be sure to ask for advice or attend a camp/clinic to understand better!

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
- + 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
- + Light Oil
- + Adhesive Remover
- + Alcohol
- + Show Adhesive
- + Show Foam
- + Spray Paint (Depending on color of your steer)
- + White Touch Up
- + Smart Sensation Comb
- + Simulator Combs
- + Sheen Product
- + Hair Dye (If steer or heifer is black but is red tinged)



**NEED
HELP?
GET IN
TOUCH
WITH US!**

- 1 Jesse Warntjes**
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- 4 Brad Mendes**
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- 5 Extreme Animal Nutrition**
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SHOW CATTLE FEED

Show-Rite Cruiser B30 Grower	High fiber complete feed for growth or to maintain bloom.
Show-Rite Throttled Up B30 Finisher	High energy finishing feed formulated to maximize performance and provide bloom and finish.
Rival Base with Sure Champ	Starting point for all cattle allowing for skeletal and muscular development while providing energy for bloom.
Rival Beast with Sure Champ	High energy feed for all steers start to finish. Will push the limits by increasing muscle, mass and bloom.
Rival Bold with Sure Champ	High fiber, low energy diet for maintaining body and muscle once desired body condition is met.
ShowMaker Ultimate Calf Creep	Steer and heifer feed to help get them off to a great start while keeping it affordable.
ShowMaker Heifer & Steer Developer	Fully fortified grower feed for steers & heifers.
ShowMaker Beef Grower/Finisher	Nice combination of fat and fiber to help steers look their best in the show ring.
Show Fill	High fiber holding ration for cattle fed to help manage weight.
BackGrounder	A cost effective complete ration for preconditioning cattle. Comes with Zinpro Availa 4-plex mineral package.

SHOW SUPPLEMENTS

3 Hrs Out	Makes sugar cells explode within the muscle fibers, giving muscle extra "pop" for the show ring.
Attitude Adjustment	Relieve stress & make livestock more manageable in the show ring.
Gold Dust	Adds muscle "pop," show day freshness, helps sheep, goats, swine & cattle reach their potential.
Rule-The Formula	Maximize feed intake & digestive health. Also contains Zinpro zinc & manganese to improve skin, hair & hoof quality.
Rule-Shredded R	Designed for ruminants to add more natural shape, & muscle. Contains bypass protein and amino acids to keep rumen thriving.
Rule-THICC	High energy multi specie top dress designed to add cover, and give more bloom. Very palatable fat source!
Rule-Race Day	Extra energy, longer term. Helps manage fill, keeping them fresh while maintaining cover and handle. Ideal for the last 14 days
Show-Rite Muscle-In-Motion (M-N-M) Top Dress	High in omega-3s, builds optimal muscle and fleshiness while maintaining soundness.
Show-Rite Fat-N-Fluffy	Blend of fat sources in dairy proteins increases palatability for optimal intake, bloom & sheen.
Show-Rite Rite Factor Multi-Species	All natural, alfalfa based, drug free supplement helps highlight traits important in the show ring.
Show-Rite Rite Flex	Promotes healthy mobility, supports motion, flexibility, healthy bones, joints, cartilage, synovial fluid, skin, and immune system.
Show-Rite Sculpt	Formulated for all species, designed to trim off unwanted fat while toning and firming muscle shape. Keeps them fresh!
Show-Rite Stamina	Wheat germ oil supplement with Vitamins A&D and linoleic acid for healthy skin & coat.
Show-Rite Star Shine	Highly palatable pellet improves performance and body condition in animals of all life stages.
Show-Rite Stretch	Increases expansion of body. Can be used to add fill day of show or use as a holding ration.
Show-Rite Swell	Gives show day fill, bulk, & expansion to set animals apart.
Sure Champ Cattle	Amaferm advantage to keep cattle on feed and develop healthier appearance and bloom.
Sure Champ Extreme with Climate Control	Amaferm for appetite & gut health, Climate Control for extreme temps, and insect repelling garlic
Vita Charge Liquid Boost	Amaferm, Mos, & Niacin increase gut health & help fight off stress.