

Beef Blurb



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More Than Just a Show

We all know that the big feature of the National Junior Shorthorn Show & Youth Conference is the cattle show portion. Junior members prepare all year long to exhibit their cattle at the biggest show of the year. But there is so much more to the NJSS than just a show. The contests are just as big of a deal to many of our attendees and if you haven't yet participated in the contests, we encourage you to try. If you have participated, we encourage you to try at least one new one that you haven't done before. There is a contest for everyone depending on your interests and future goals.

The speech contest builds public speaking skills which will be used throughout the rest of your life, whether it is doing a presentation in college or interview for a future job. This contest helps prepare you for that future.

You want to be a chef? Participate in the beef cook-off contest to show off your cooking skills and knowledge about the beef industry. This year the cut of choice is brisket. Stand out by showing your unique recipe.

Zoom in on your subject and focus when taking that photo. The photography contest helps develop creative skills. Who knows? Maybe one day you will be taking cattle photos for sale catalogs.

Do you enjoy looking at Shorthorn cattle? Participating in the livestock judging contest will hone your ability to pick the best of the best. Many of our

junior members compete in livestock judging in 4H and FFA, later judging at a junior and senior college level.

Preparing for the future can never start too early. Senior age (17-21) participants are encouraged to participate in the career development contest. You submit your resume and cover letter based on provided job descriptions. These materials are critiqued, and you participate in a mock job interview at NJSS. This contest helps youth prepare for scholarship interviews and job interviews!

Can you knit, paint, woodwork, or have a special artistic talent? Compete in the Arts & Crafts contest to display these talents. This contest shows off the exceptional abilities of our junior members, and it is amazing to see what is entered each year.

Study Up! NJSS offers TWO different contests to test your Shorthorn and beef industry knowledge. First up is the Cattleman's Written Test and is scored individually. Next is the Herdsman Quiz Bowl. States can each have two teams of four consisting of a mix of junior ages. Teams hit the buzzers to answer questions and show their knowledge.

Creativity is featured in many contests at NJSS, including the poster and graphic design contests. Prospector I and II ages create a poster to promote NJSS or Shorthorn Beef (depending on the age). Intermediate and Senior design an eye-catching advertisement to promote AJSA or Shorthorn Beef (depending on

the age).

To compete in Showmanship, you must be on your A-game. Participants are judged on their ability to exhibit their cattle. You must enter for this contest during online entry. The top 10 seniors will be announced at random and placed during the final drive of showmanship.

Maybe public speaking isn't for you, but you enjoy talking to people. Team salesmanship might be the contest for you! Teams of two will sell a designated item based on their age division. Show off your ability to market when competing in this contest!

Teamwork is important when participating in the team fitting contest. This year, teams will consist of four members with at least 2 prospectors, 1 intermediate and 1 senior. This change is new this year to promote educating the younger members.

TikTok and Reels are all the rage these days. The junior board has added a NEW contest this year to follow that trend. Submit your 60 second (or less) video promoting Shorthorn cattle. It must be submitted in portrait/vertical mode. Winners may be posted on AJSA TikTok!

Participation isn't mandatory but it is always encouraged! If you plan to submit any digital contest entries including photography, digital photography, speech, graphic design, career development or promo video, be sure to submit those through the online contest form by May 15. 📸

