

ACC Agribusiness Marketing Competition

"Sell what you got"

Time: Saturday of the Royal Manitoba Winter Fair 9:30 am to 11:00 am

Objective: To encourage teamwork while promoting

- creativity
- communication skills
- marketing techniques
- understanding of animal performance
- professional conduct

Teams: Each team must have a Junior, Intermediate and Senior representing a breed association or recognized 4-H club.

Presentations: 4 to 6 minutes long. At least two team members must speak during the presentation.

Goal: To convince a team of three judges to buy their steer or heifer.

Judges: The judges will represent the cattle industry, marketing, and the general public. Judges are permitted to ask questions.

Main topics that should be covered

- Introductions, history (farms, animal), pedigree, show career and winnings, price and/or ownership opportunities, be creative.

Note: Teams will be penalized for using notes.

Animals:

Animals must be clean and presented in a professional manner (washed, clipped and/or fitted). Animals must be halter broke and owned by the group presenting (ie. Manitoba Hereford team must use a Manitoba animal).

Points will be awarded equally for

- creativity
- knowledge
- teamwork
- overall impression
- communication
- marketing

Remember professional conduct, believability and that creativity and originality are encouraged.

Prize: Plaque and cash prize. The Plaque will be displayed in the winning teams respective Breed Association Office for the year. Plaque will be returned to the Provincial Exhibition of Manitoba at the start of the following Royal Manitoba Winter Fair. The cash prize of \$400 must be used by the Livestock Breed Junior/Youth Association or a recognized youth 4-H clubs for association/club improvement.

Call for participants: Open to all recognized Livestock Breed Junior or Youth Association and all recognized youth 4-H clubs.

Deadline for Entry: Open to the first 6 teams that enter by Friday April 2nd 2010 at 5pm. Limit on number of teams is due to time constraints.