

## Quality Beef Carcass Competition Returns to Canada's Outdoor Farm Show

Back by popular demand, the Quality Beef Carcass Competition will return in September to the 16<sup>th</sup> annual Canada's Outdoor Farm Show (COFS). Sponsored by Norwich Packers, Agribrands Purina, Ontario Corn Fed Beef, and the Ontario Beef Farmer, the Quality Beef Carcass Competition will be open to commercial and purebred beef producers.



Each producer can enter one animal. The competition cut-off will be at 20 head. Producers may choose to enter a steer or a heifer. The grand prize for the winning carcass will be \$2,000, with second place being awarded \$750.00 and \$250.00 to third.

"We wanted to offer beef producers the chance to showcase the best of their animals," says Katelyn McEachren, Livestock Co-ordinator with COFS. "We want to host a competition that will engage both commercial and purebred beef producers, judging on the basis of beef carcass quality."

The animals in the competition will be on-site for all three days of the Show, grouped in pens of four and signed with producer and animal information. The cattle will be placed on a whole corn and supplement diet, supplied by Agribrands Purina, the official feed supplier of the competition.

Since Canada's Outdoor Farm Show facilitates opportunities to learn more about the business of farming, attendees to the Show will have a chance to exercise their judging capabilities and learn more about the grading process by filling out mock grading scorecards. Attendees will select the animal that they perceive to be the best and then guess the carcass grading of that animal. The winner will receive steaks from the winning carcass. After the Show, the animals will be purchased and picked-up by Norwich Packers. All carcasses will be graded by a national grader at Norwich Packers based on a combination of marbling and yield.

Following the competition, producers will be invited to a post-Show breakfast sponsored by BIO in order to learn about bioTrack - the new online record-keeping system that offers beef producers convenience, simplicity and security allowing all herd information to be stored. The winning carcass will be announced at this time. Results of the top graded animals will be posted in the December issue of the Ontario Beef Farmer magazine.

"Drop by FCC Livestock Central and try your hand at carcass grading," adds McEachren, "and challenge the rest of your party to score a winner – there's steaks to win if you know your stuff !"

Canada's Outdoor Farm Show will be held September 15, 16 & 17, 2009 at Canada's Outdoor Park, Woodstock, ON.

