

Premium Book Outlines Beef Expo Activities

MADISON, Wis., — More beef cattle classes, expanded youth activities, and show premiums will be new highlights at the 1995 World Beef Expo, April 7-9.

These changes are outlined in the new World Beef Expo Premium book, available free of charge through the World Beef Expo office.

According to Livestock Manager Diane Nichols, the 1995 World Beef Expo will include two additional shows: the Highlands and the Texas Longhorns. The latter will include both haltered and non-halterd (or loose) shows.

The "Spirit" Youth Sweepstakes has also been expanded for 1995 and is open to any boy or girl

who is 9-19 years of age as of January 1. Youth exhibitors are not limited to the number of animals he or she may exhibit. The "Spirit" Sweepstakes rewards overall knowledge, achievement and excellence in youth involved with beef cattle. Events for competition in the Sweepstakes include the steer show, heifer show, show-

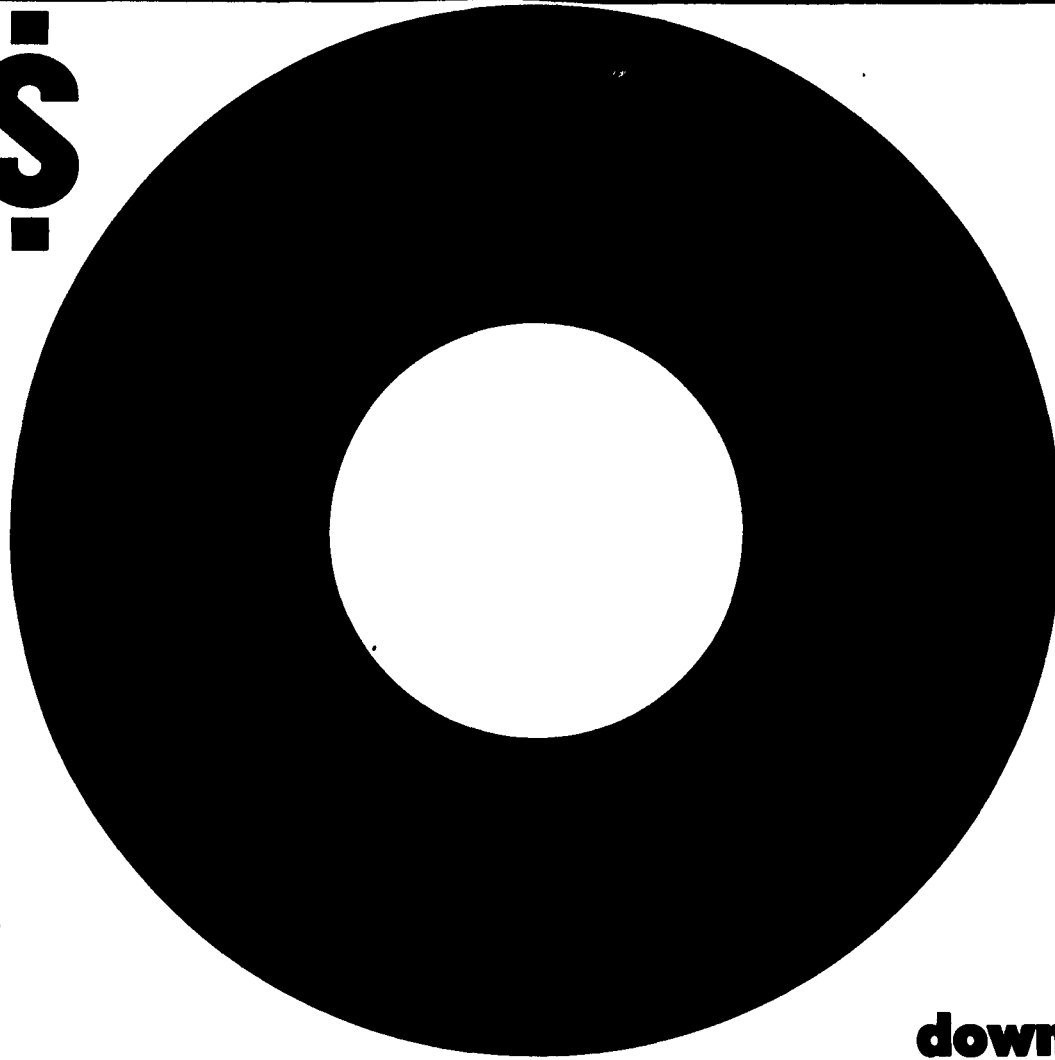
manship contest, beef evaluation, individual quiz contest, public speaking, and practical herdsmanship.

"The exciting new element for youth exhibitors in 1995 is that boys and girls will have the opportunity for more premiums because the show is paying for more placings," said Nichols. "We hope this

will raise the interest level and encourage more youths to get involved and compete and perhaps earn a little bonus for their hard work."

To order your copy of the 1995 World Beef Expo Premium Book, contact the World Beef Expo office, 122 East Olin Avenue, Suite 270, Madison, WI. 53713, (608) 251-2606.

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