

SA Heifer Expo Report

As the recipient of the 2010 SA PJ Cattle Co Heifer Expo award, I flew over to Adelaide during my last week of university holidays to attend, and had such a great time. I had never been to a heifer show quite as big as in SA, with there being close to 200 competitors this year. PJ supplied a heifer and all the equipment that I needed for the show. There were a number of other Angus Youth members at the show also, all ready for the competition.

The first morning everyone was up early, keen to learn with a day jam-packed with lectures, ranging from guest speakers on careers in agriculture, animal health, marketing and public speaking. All lectures were informative, with everyone taking away some form of valuable information. My favourite lecture was the hands-on assessment of steers, which was carried out by Mr. Tim Bayliss. We learnt how to assess steers based on their fat coverage and muscle scoring. The lecture based on agricultural careers was also really interesting, being presented by Landmark - I didn't realise how much they offered. A written marketing assignment was also handed out, which seemed easy at the time when they were explaining it, but turned out not to be!

The clipping competition was on that afternoon, being judged by Mr. David Bolton. We had one hour to clip a side of our heifer to the best of our ability. That hour felt like 20 minutes – it went so quick! Many of us were up late that night finishing the clipping of our heifers and making sure they looked good for cattle judging.

Wednesday kicked off with another early start, with junior judging in the morning and cattle judging in the afternoon. We had two heifer classes to judge and give written comments, and then a steer class where we were judged on our ring craft and comments. The junior judging was completely different to what I had done before, but it was good to learn new techniques. With it raining for most of the day, the cattle sheds that afternoon were busy with everyone getting their heifers or steers ready for judging. Wednesday night was another late night, with our marketing assignments being discussed and written up.

The show went so quick and before I knew it, Thursday had come and I would be flying out later that afternoon. Handler classes were on the agenda, being judged by Mrs. Erica Halliday and Mr. Brad Creek. Following handler classes the awards presentation was carried out, where Angus youth members went extremely well, either receiving a ribbon or award for their achievements. Special mention goes to Angus Youth's Emma Burpee, who won the herdsman prize and will be heading to Canada in the next year.

I would like to say a big thankyou to PJ Cattle co, Phil and Jo McLaughlan, for giving me the opportunity to attend the 2010 SA Heifer Expo. It was a great experience and I encourage everyone to take up this opportunity – all it takes is to tick the box on your roundup entry form. Not only will you learn stacks of information, but you'll make new friends within the beef industry.

Kimberley Smede

2010 SA PJ Cattle Co Heifer Expo Award Winner.