

Merck Animal Health Live & Carcass Show

Enclosed is information regarding the Merck Animal Health Live and Carcass Show, including brochures and entry forms. We hope you will consider entering in this year's show and we encourage you to provide this information to customers and other interested individuals you may come in contact with.

Once again, the Beef Empire Days Live and Carcass Show Committee is sponsoring the Feedlot Special Feature contest as a part of your entry in the Live and Carcass show. Information regarding the contest will be mailed with your entry materials.

All cattle, regardless of breed, weight, quality or degree of finish will be allowed to compete. The preferred carcass traits for steers and heifers are: 750-1050 lb. hot carcass weight, 13.8-17.5 square inch ribeye area, 0.28-0.39 inch back fat and average choice quality grade. Cattle grading **high select** or better will be allowed to place in the carcass show and average choice or better cattle will be awarded a bonus. The Beef Empire Days index has been adjusted to reflect industry change for backfat, quality grade and ribeye area. For details see the website or call the office.

The 2019 live show judge is Dr. Blake Bloomberg, an Assistant Professor of Applied Animal Science at Oklahoma State University. Blake and his wife, Wravenna, have four children. A daughter Breckyn, twin boys Brenhem and Berwick and a son Bexton. Blake was raised in Berwick, IL on his family's diversified livestock operation that consisted of cattle, hogs and row crops. Dr. Bloomberg currently serves as the Livestock Judging Coach at Oklahoma State University. During his career, Blake has coached the National Champion Livestock Judging Team in 2017 and 2018 and Reserve National Champion Livestock Judging Teams in 2009, 2014 and 2015. Blake was named the 2008, 2009, 2014, 2017 and 2018 National Collegiate Coaches Association Coach of the Year. He also serves as co-coach of their Meat Animal Evaluation Team with Dr. Gretchen Mafi that were the National Champion in 2011, 2014 and 2015 and Reserve National Champion in 2010, 2016, 2017 and 2018. Blake attended Black Hawk East Jr. College and was a member of the 2004-2005 judging team that was defeated only once. He was the High Point Individual at the 2006 National Intercollegiate Livestock Judging Contest and was also a member of the 2006 National Champion Livestock Judging Team for Texas A&M that was undefeated in competition. Blake has judged livestock shows in 42 states and 3 foreign countries including events at the American Royal, North American International Livestock Exposition, National Western Stock Show, Houston Livestock Show and Rodeo, San Antonio Livestock Show, and several regional and state events.

The 2018 Carcass Judge is Gretchen Mafi, a Professor and the Ralph & Leila Boulware Endowed Chair in the Department of Animal Science at Oklahoma State University, where she conducts research and teaches undergraduate and graduate courses in meat science. Gretchen earned her bachelor's degree in 1994, from Texas Tech University, a Master of Science degree in 1996, from Colorado State University, and a Ph.D. in Animal Science with emphasis in meat science in 2000, from Texas Tech. Gretchen joined USDA-Agriculture Marketing Service as a meat marketing specialist in 2001. In August 2002, she accepted an assistant professor position at Angelo State University in San Angelo, TX. In 2006, Gretchen began as an assistant professor in Meat Science at Oklahoma State University.

Returning as the corporate sponsor of the Live and Carcass Show is Merck Animal Health. They, like many of the fine companies associated with the Beef Empire Days celebration, have made a tremendous impact on our event and the industry and we thank them for their interest and financial support. Please take a moment to review the product information that they have provided for you. We appreciate your continued interest in this annual celebration and look forward to seeing you at the 51st Beef Empire Days!

Sincerely,
Travis Pitts

Travis Pitts, Chairman Merck Animal Health Live and Carcass Show