

## **Limousin Shines at Minnesota Beef Expo**

The 17<sup>th</sup> annual Minnesota Beef Expo was held at the Minnesota State Fairgrounds in St. Paul October 19-22, 2018. It was a perfect fall weekend for the Expo, which brings cattle producers and youth livestock exhibitors together to celebrate and promote the beef industry.

Every year the Expo selects a “Featured Breed” and this year the two breeds were Limousin and South Devon. The members from the two associations were busy throughout the week helping with various events, lining up cattle, assisting with the judging competition, working as ring help, and serving meals. The Minnesota Limousin Association would like to *thank* Kevin Bachmeier for being our breed representative to the Minnesota Beef Expo.

The Expo had a record breaking 1,000+ head entered in the junior show. This year more than 750 youth came together from all over the Upper Midwest to compete in the weekend’s junior events.

The four-day event began on Thursday, October 19, with a Youth Knowledge Bowl followed by the Sullivan Supply Stock Show University Fitting Seminar. That evening around 500 people gathered for the Minnesota Youth Beef Experience Program (MYBEP) “Beef Industry Ideas & Insights Symposium”. Kevin Ochsner, host of RFD-TV’s “*Cattlemen to Cattlemen*” joined fellow cattlemen Jerry Delaney and Dar Giess along with Dean Summerbell, panel moderator, for a question/answer session titled “Opportunities Ahead in the U.S. Beef Industry”.

After the panel discussion, the juniors took part in a variety of break-out sessions. The evening concluded with the keynote address by Kevin Ochsner, “It’s Your Bid”, a speech designed to motivate people to use their time, talents, and treasurers to succeed in the beef industry.

There were a total of 289 participants in the judging competition that was held on Friday. Twenty-one teams took part in the fitting contest later that day, hosted by Sullivan Supply. The youth activities ended with 450 contestants in the Junior Showmanship Contest.

Saturday was filled with sales during the day followed by the Supreme Row selection and a roast beef meal served to over 1,000 people sponsored by the Limousin and South Devon Associations along with the Minnesota Corn Growers Association. The evening concluded with the presentation of the Minnesota Youth Beef Expo Program (MYBEP) heifers to eleven junior recipients.

The Expo came to a close on Sunday with the junior show, featuring 1,000+ head of cattle. The show began at 8:00 a.m. and continued throughout the day.

Annual Meeting