

**BEEF**® magazine presents...

# NATIONAL

# STOCKER AWARD

BEEF MAGAZINE PRESENTS...



## OFFICIAL NOMINATION FORM - PHASE II

**Supplementary information for Phase I finalist (type in name of operation):** \_\_\_\_\_  
for the *2009 National BEEF Stocker Award*.

The nominated operation understands that the award evaluation committee may contact it for further information. If selected as a Phase II finalist, the nominee understands that BEEF magazine will conduct an on-site interview and take photos for an article to appear in BEEF magazine and through other media. If selected as a National Stocker Award winner, the nominee agrees to attend the 2010 NCBA Convention to accept the award sponsored by Elanco Animal Health. Information provided in this application will be used solely by the evaluation committee and held in the strictest confidence by BEEF magazine. Should the nominee earn the national award, the nominee and BEEF will agree upon what specific details can be shared about the nominee's operation.

Name of nominated operation \_\_\_\_\_

Contact person at nominated operation \_\_\_\_\_

Address (headquarters) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Name of person submitting application (if different from  
nominated operation) \_\_\_\_\_

Address (headquarters) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Relationship to nominee \_\_\_\_\_

I, \_\_\_\_\_, (signature) agree that the  
information on this nomination form is accurate, timely, and not fabricated.  
*Please visit [www.nationalstockeraward.com](http://www.nationalstockeraward.com) for a complete set of contest rules.*

[WWW.NATIONALSTOCKERAWARD.COM](http://WWW.NATIONALSTOCKERAWARD.COM)

## RISK MANAGEMENT/MARKETING

### 15 POINTS

How does the nominee manage risk in his/her stocker/backgrounding operation and what marketing strategies are employed?

- Describe how cattle are typically marketed, e.g. sale barn, via order buyer, retained through feedlot, etc.
- Describe knowledge of, and relationship with, the ultimate buyer
- Describe the primary risk management strategies and risk management tools employed

## FORAGE MANAGEMENT/ENVIRONMENTAL STEWARDSHIP

### 25 POINTS

Summarize the practices aimed at managing forage (e.g. conservation practices, grazing strategies, etc.) Also include a description of environmental stewardship practices employed across the operation.

## GROUP PROFITABILITY

### 60 POINTS

This section will be used to learn more about how the nominee manages specific groups of cattle to maximize profitability.

- Number of head purchased and/or transferred to nominated program in 2008-2009: \_\_\_\_\_
- These calves were managed as how many groups: \_\_\_\_\_

For up to five different groups, please provide the following information by group (use additional paper as necessary). A group can be a single load or multiple loads depending on the nominee's management scheme.

- Cattle purchased/transferred, managed and then marketed/transferred in 2008, as well as cattle purchased/transferred, managed and then marketed/transferred by application deadline in 2009.

## GROUP PROFITABILITY METRICS\*

*\*For those in the Combination Stocker Category, provide information for when cattle entered the program and when they exited the program (ahead of feedlot), i.e. the total net gain, cost of gain, profitability, etc. If you choose to provide the net for each phase of production, be sure to include transfer dates and values as cattle were moved from one production phase to the next.*

### **GROUP 1 WHEN PURCHASED (OR TRANSFERRED TO NOMINATED PRODUCTION PHASE\*)**

- Describe the nominated group at purchase in terms of muscle, frame and kind
- Describe how the nominated group was procured, how many, and where the calves originated (state(s), and when the calves were procured (average date).
- What was the average value (\$/cwt.) when cattle were purchased/transferred, and did that price reflect a premium or discount to similar calves at the time? Were the calves eligible for any value-added programs?
- Describe where these calves were managed before marketing them or transferring to the feedlot, (i.e. wheat pasture in Colorado, Osage grass, etc.).
- What was the profit goal when the cattle were acquired (\$/head) and how many days did you plan to own them?

## GROUP 1 NUTRITION

- Describe the ration(s) nominated group received, including supplement, what portion of the ration(s) was home-grown or purchased.
- Describe the nutritional strategy for this group of calves, i.e. maximize gain, optimize cost of gain, etc.
- Describe how the ration(s) were provided, e.g. free-choice, limit-fed, supplemented three times per week, etc.

## NATIONAL STOCKER AWARD



## GROUP 1 HEALTH

Describe the health program at receiving as well as the protocol for pulling and treating. Detail the animal health products utilized for this group of cattle and how they were administered; include vaccinations, metaphylaxis, parasiticides, fly control, antimicrobials, etc. Also indicate whether calves were castrated and/or de-horned, and what method was used.

- Percent morbidity (pulled for treatment at least once): \_\_\_\_\_
- Percentage of re-pulls after first treatment: \_\_\_\_\_
- Maximum number of times calves were treated: \_\_\_\_\_
- Percentage death loss: \_\_\_\_\_
- Average total health cost per head in group: \_\_\_\_\_
- If the nominee's receiving and health management protocol for this group was different than described in the program information section (Phase I application), please explain.

## GROUP 1 PERFORMANCE

- Group # \_\_\_\_\_
- Purchase or transfer date: \_\_\_\_\_
- Average weight at purchase/transfer: \_\_\_\_\_
- Value/cwt.<sup>A</sup>: \_\_\_\_\_

## PRODUCTION COST OF GAIN:

+Feed cost (including grass whether owned or leased):	_____
+Vet/medicine:	_____
+Labor:	_____
+Death loss:	_____
+Interest on purchase price:	_____
+Procurement cost:	_____
+Marketing cost (trucking, commissions):	_____
= Total production cost <sup>1</sup>	_____
Total production cost / # head market	_____
=Production cost per head:	_____
=Total purchase and production cost per head:	_____
+ Purchase cost per head:	_____
= Total purchase and production cost per head <sup>2</sup> :	_____

<sup>A</sup>(if transferred from another stocker production phase, explain how you arrived at this price)

- # head: \_\_\_\_\_
- Group Average Daily Gain: \_\_\_\_\_
  - (For the time cattle were in this stocker production phase(s) only.)
- Cost of gain per pound of gain (total feed \$ ÷ total pounds gained): \_\_\_\_\_
- Production cost per pound of gain (total production cost<sup>1</sup> \$ ÷ total pounds gained): \_\_\_\_\_

## GROUP 1 WHEN SOLD (OR TRANSFERRED TO ANOTHER PRODUCTION PHASE)

- # Head: \_\_\_\_\_
- Average sale weight per head: \_\_\_\_\_
- Frame: \_\_\_\_\_
- Muscle: \_\_\_\_\_
- Approximate age (months or days): \_\_\_\_\_
- Describe how the group was marketed and when, e.g. load lots, forward contract, etc.
- Explain any verification offered at time of sale, e.g. process verification, age verification, etc.
- When marketed or transferred to another production phase (average date): \_\_\_\_\_
- Value/cwt. at time of sale or transfer: \_\_\_\_\_
  - (if transferred to another stocker production phase, explain how you arrived at this price)
- Did the value received represent a premium or discount compared to similar calves marketed at the time? \_\_\_\_\_
- Describe the weighing conditions and shrink: \_\_\_\_\_
- What was the marketing cost and what is included in that? \_\_\_\_\_
- Net Return Per Head<sup>3</sup>: \_\_\_\_\_

<sup>3</sup>Net Return per Head = (Sales price per head - Total purchase and production cost per head<sup>2</sup> - Total production costs per head) \_\_\_\_\_

<sup>2</sup>The date/price when cattle were either purchased/sold for the enterprise or the date/price when cattle were transferred into or out of another stocker enterprise owned by the nominee.

- Was the profit goal achieved on this group?
- Primary reasons why profit goal was or wasn't met:

One reference whom we may contact\*

Name: \_\_\_\_\_  
 Relationship to nominee: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

\*A letter of reference (up to a page) from this person may be included with this application.

# RULES

1. **BEEF** Magazine, a publication of Penton Business Media, Inc. (“Sponsor”) is offering the “National Stocker Award” contest (“Contest”). **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE THE CHANCES OF WINNING. CONTEST VOID WHERE PROHIBITED.**
2. Contest will be open to stocker operators who are 18 years of age and older as of February 1, 2009 who are legal residents of the fifty (50) United States and the District of Columbia. Employees of Penton Media, Inc., Sponsor. And their respective parents, subsidiaries, affiliates, advertising and promotion agencies and their family members (defined as parents, spouse, children, siblings, grandparents) of such employees and/or those with whom such employees are domiciled are not eligible to enter. Void outside the fifty (50) United States and the District of Columbia and where prohibited, taxed, or restricted by law. All federal, state, and/or local rules and regulations apply.
3. Contest begins 12:00:01 a.m. E.T. on **February 1, 2009** and ends at 11:59:59 p.m. E.T. on **May 1, 2009**.
4. Enter by filling out an official entry form available at [www.nationalstockeraward.com](http://www.nationalstockeraward.com) and providing the requested information about the nominated stocker operation on the entry form. Entries should be submitted to **BEEF** — postmarked no later than 5:00 p.m. E.T. on May 1, 2009 — Attn: Debbie Weinhold, 7900 International Drive, Suite 300, Minneapolis, MN 55425. Entries are limited to one per person. No automated entry devices and/or programs permitted. Sponsors shall not be responsible for lost, late, illegible, stolen, invalid, misdirected, technically corrupted or garbled, mutilated or misdirected entries. Entry forms or requests that are tampered with, illegible or incomplete are not eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. In the event an insufficient number of entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes. By entering, all entrants warrant and represent that their respective entries are their own fully original creations, and their respective Entries (including but not limited to any materials integrated into their Entries) will not infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks, and/or rights of publicity/privacy. Sponsor reserves the right to reject any entries that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements.
5. Overall winners will be selected by the judging committee, based on the criteria that are presented on the nomination form. Participants agree to be bound by these rules and the decision of the judges; said decisions are final. Winners will be notified via telephone and/or e-mail. Winners will be honored at the NCBA Annual meeting to be held in 2010. Each winner will be featured in the October issue of **BEEF**. To obtain a list of winners, send a self-addressed, stamped envelope, after October 15, 2009, to **BEEF**, Attn: Debbie Weinhold, 7900 International Drive, Suite 300, Minneapolis, MN 55425.
6. All entries and requests become the property of Penton Business Media, Inc., and will not be acknowledged or returned. Penton Business Media, Inc. will have the right to photograph the winner. Entry constitutes permission to use the winner’s name, picture, likeness and city and state of residence for purpose of trade, publicity or promotion for no additional compensation except where prohibited by law. All entries must be original, may not have previously won the overall award, and must not infringe on any third-party rights. Submission of an entry constitutes entrant’s consent to irrevocably assign to Penton Business Media, Inc. any and all rights to their entry including, but not limited to, intellectual property rights. Submission of an entry grants Penton Business Media, Inc. and its agents the right to publish, produce, use, adapt, edit and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
7. All entrants release Penton Business Media, Inc., its affiliates, parents, subsidiaries, directors, officers, employees, and agents, and all others associated with the development and execution of this contest from any and all liability from injury, loss or damage of any kind resulting from participation in this contest.
8. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.  
**The Sponsor of this Contest is Penton Media, Inc., 7900 International Drive, Suite 300, Minneapolis, MN 55425.**

## SUBMISSION INSTRUCTIONS

Complete the form by typing or handwriting\* the answers, and send via mail to:

**Debbie Weinhold, BEEF magazine**  
**7900 International Drive, Suite 300**  
**Minneapolis, MN 55425**

*\*Please note that all handwritten entries must be legible.*

*Illegible entries will not be judged.*

Please use additional paper to fill out the essay questions. The judges may call you to gain more clarification when they are evaluating your nomination.

Inquiries can be made to Wes Ishmael, BEEF magazine’s National Stocker Award coordinator at 817-249-4545; [wesleysink@aol.com](mailto:wesleysink@aol.com) All nominations become the property of BEEF magazine.

Please visit [www.nationalstockeraward.com](http://www.nationalstockeraward.com) for a complete set of contest rules.