

KANSAS JUNIOR LIVESTOCK SHOW

LEAD CHALLENGE

Developing Dynamic Leaders in Kansas Agriculture

2023 LEAD Challenge Participant Guide

The Kansas Junior Livestock Show LEAD Challenge is an education, advocacy, and leadership event that provides youth an opportunity to learn about current industry, production, and animal care issues, and then apply those learnings in a multi-event competition. Competition in the LEAD Challenge encourages KJLS exhibitors to develop not only the ability to show livestock, but also a well-rounded knowledge of animal agriculture and important advocacy skills.

The purpose of the LEAD Challenge participant guide is to provide rules and study materials for each component of the competition. The LEAD Challenge consists of four main components: Listen & Learn sessions, livestock showmanship, skill stations, and a career development activity.

Age Divisions

There are three age divisions for the LEAD Challenge: junior (ages 7-9), intermediate (ages 10-13), and senior (14-18). Age is based on the contestant's age as of January 1, 2023.

Listen & Learn Sessions

The Listen & Learn component consists of three sessions of educational workshops. Each 45-minute session will be held virtually the week of September 11 and links to each Zoom session can be found at www.kjls.net/lead-challenge. Contestants are encouraged to participate live to be able to engage with the speakers. If you are unable to watch each session live, the sessions will be recorded and posted on the website within 24 hours. A short survey will follow each session that must be completed for contestants to receive participation points. This year we will have sessions on the following topics:

- The Importance of Water Conservation to the Livestock Industry
- How to Market Your Meat Products
- Kansas' Largest Economic Sector: Agriculture

Livestock Showmanship

Livestock showmanship is considered the in-the-ring component of the LEAD Challenge. Showmanship allows contestants to receive points for demonstrating proper livestock handling techniques. Points will be awarded for participating in any of the show's showmanship classes. There is no special or separate showmanship class you need to participate in for the LEAD Challenge.

Skill Stations

Skill stations give contestants the opportunity to demonstrate and apply key learnings about animal production, livestock management, and life skills. Each age division will participate in a virtual presentation station prior to the show weekend as well as five questions stations in-person during the show weekend. Juniors will answer four questions per station, intermediates will answer eight questions per station, and seniors will answer ten questions per station. The question stations will be

open for a set time each day so that contestants can complete the stations as their show schedules allow. The stations are the same each day, so contestants only need to come one time.

Virtual Presentation Station

The presentation station will be done virtually to accommodate busy school and activity schedules. All age divisions are asked to give a speech over Zoom on September 19 or 20 between 3:30-7:30 p.m. Please sign up for a time slot at www.kjls.net/lead-challenge.

Juniors will give a one- to three-minute prepared speech about why they chose to show livestock and three things they have learned so far. Each speech will be recorded and judged based on content and presentation. No questions will be asked after the conclusion of the contestant's speech. No outside resources are allowed other than a 3" x 5" notecard.

Intermediates will give a one- to three-minute prepared speech about animal traceability in the livestock industry and the pros and cons of it. Each speech will be recorded and judged based on content and presentation. No questions will be asked after the conclusion of the participant's speech. No outside resources are allowed other than a 3" x 5" notecard.

Seniors will give a three- to five-minute extemporaneous speech. Topics will fall under the categories of current issues in animal agriculture, ag literacy and advocacy, and ag marketing and international agriculture. Seniors will virtually draw one topic from each category then select a single topic to speak on. Seniors will have 30 minutes on camera in a breakout room to develop their speech then will be moved to an individual breakout room to give their speech. Each speech will be recorded and judged based on content and presentation. No questions will be asked after the conclusion of the participant's speech. Seniors may use outside sources to develop their speech but will only be allowed a 3" x 5" notecard when being recorded.

Show Preparation Station

Contestants will be asked a variety of questions pertaining to the rules and procedures of the Kansas Junior Livestock Show as well as show equipment identification and ethically fitting livestock.

Daily Care Station

Contestants will answer questions about nutrition, quality assurance, feed identification, and equipment identification.

Reproduction Station

Contestants will demonstrate their knowledge of the livestock reproductive tract, breeding equipment identification, gestation periods, EPDs, and reproductive hormones.

Retail Meat Station

Contestants will be tasked with identifying various cuts of beef, pork, lamb, and goat meat as well as asked questions about food safety handling procedures and slaughtering process terminology.

Current Industry Challenges Station

Contestants will be asked questions about current challenges the agriculture industry is facing including international trade, food labeling, careers in agriculture, and consumer education.

Career Development

Mock job interviews will be held in person on Saturday, September 30, from 7:30 a.m. to 3:00 p.m. Contestants will be asked questions about their skills, extracurricular activities, and any work and/or leadership experience. Contestants are welcome to bring a copy of their resume for the judges, but it is not required. Juniors will interview for five minutes. Intermediates will interview for seven minutes. Seniors will interview for ten minutes. Please sign up for an interview time slot at www.kjls.net/lead-challenge. We understand that the livestock shows can run ahead or behind schedule, so time slots are flexible.

LEAD Challenge Scoring

There are 140 points available for each age division. Contestants will be awarded points in each category as follows:

1. Listen & Learn
 - a. 5 points per session for participation (maximum of 15 points total)
2. Showmanship
 - a. 5 points for participation*
3. Skills Stations
 - a. Maximum of 30 points for the virtual presentation “station”
 - b. Maximum of 10 points per question station (maximum of 50 points total)
4. Career Development
 - a. Maximum of 40 points for the interview

*If an exhibitor is disqualified in one species for a KJLS rule violation, that exhibitor will receive an automatic NO SCORE for the showmanship portion of the LEAD Challenge (even if the exhibitor is showing other species and is not disqualified in those species).

**Ties will be broken using contestants’ presentation station scores then career development scores, if needed.

Attire

We understand that contestants have busy schedules while competing in the LEAD Challenge. The only requirement is that contestants wear show attire from the waist up during their recorded prepared speech and the in-person interview competition (button-down shirt, nice blouse, blazer, cardigan, etc.).

Awards

Top five finishers overall in each age division will be awarded a physical and cash prize. Juniors will receive \$300 for first place, \$200 for second place, \$100 for third place, \$50 for fourth place and \$25 for fifth place. Intermediates will receive \$400 for first place, \$300 for second place, \$200 for third place, \$100 for fourth place and \$75 for fifth place. Seniors will receive \$500 for first place, \$400 for second place, \$300 for third place, \$200 for fourth place and \$100 for fifth place.

LEAD Challenge Schedule

Tuesday, September 12

7:00 – 7:45 p.m. Listen & Learn Session One (online)

Wednesday, September 13

7:00 – 7:45 p.m. Listen & Learn Session Two (online)

Thursday, September 14

7:00 – 7:45 p.m. Listen & Learn Session Three (online)

Tuesday, September 19

3:30 – 7:30 p.m. Speeches (online)

Wednesday, September 20

3:30 – 7:30 p.m. Speeches (online)

Friday, September 29

10:00 a.m. – 7:00 p.m. Skill Stations – Pride of Kansas Building

3:00 p.m. Goat Showmanship – Ad Astra Pavilion

*after Breeding Sheep Show Sheep Showmanship – Sheep Arena

Saturday, September 30

7:00 a.m. – 7:00 p.m. Skill Stations – Pride of Kansas Building

7:30 a.m. Interviews Begin – Pride of Kansas Building

2:00 p.m. Swine Showmanship – Swine Arena

*after Breeding Heifer Show Beef Showmanship – Prairie Pavilion

Sunday, October 1

7:00 – 11:00 a.m. Skill Stations – Pride of Kansas Building

12:00 p.m. Award Announcement – Prairie Pavilion