



Canadian Junior Limousin Virtual Impact Show Official Show Rules

Competition Information

1. Participants in the Virtual Impact Show are required to be CJLA members in good standing.
2. Participant must be 21 years of age or younger as of January 1st of 2021
3. Peewee, Junior, Intermediate, and Senior division eligibility:
 - a. Peewee: 8 years and under as of Jan 1st of 2021.
 - b. Junior: 9-12 years as of January 1st of 2021.
 - c. Intermediate: 13-16 as of January 1st of 2021.
 - d. Senior: 17-21 as of January 1st of 2021.
4. Entries and supporting documents will all be submitted electronically.
5. There are no mandatory competitions for each exhibitor and there is no entry fee.
6. Entries for all competitions open **June 14, 2021** and close **July 23, 2021**.
7. **Registration forms must be returned by June 30, 2021.**
8. Winners will be announced at the CJLA AGM on July 28, 2021.
9. All supporting documents, competition material (videos and pictures) must be submitted via email to:
Email: cjla@limousin.com
Deadline: July 23rd, 2021, at 11:59 PM MST
10. We understand parent involvement for younger members may be required but ask that it be kept to a minimum.
11. Exhibitor names as provided on the entry form, and videos and photos submitted will be posted on social media and used in advertising at the discretion of the show committee. Signature of the exhibitor/guardian of the exhibitor on the entry form confirms this is understood.
12. Signature of the exhibitor on the entry form confirms that the information provided is true and accurate, and the videos, pictures and competition entries are property of the exhibitor.
13. The show committee has the right to disqualify any exhibitor it believes has not followed the rules. All decisions made by the show committee are final.
14. The placing of the show official(s) is final

Print Marketing Competition Rules

The Canadian Limousin Association National Board of Directors would like to invite you all to be part of our new breed promotion venture!

We have had people working hard on making a new CLA logo and setting up a CLA online store for fantastic swag and clothing on offer, including products for free hand outs at events for Limousin breed promotion and show apparel.

We have an opportunity for you Juniors to be part of the next step! The CLA would like you to create an ad that focuses on breed promotion and sustainability for seedstock producers and cattlemen using Limousin genetics. You all are the next generation of the Limousin breed and its success. We live in a digital era where graphics and eye-catching print media with informative facts for both producer and consumer can sell those Limousin traits that put money in our pockets and food on our plate.

We ask that you all create a proof of an ad to present to the CLA board for judging. The chosen proof will be made available for members of the association to use nationally in Limousin breed promotion and marketing at events throughout the calendar year. On the anniversary date of the proof, both the CLA and CJLA boards will decide if the current PDF will need any revisions.

The CLA board and its members are proud supporters of the CJLA and its members with programs and events. Creating this new digital marketing PDF is a great way to say thank you for that support. We, the CLA, believe in your ability to give the Limousin marketing print media a new face and design.

We can't wait to see what you bring forward!

Sincerely,

Cody Miller

CLA Director, Promotion Committee Chairperson

Carey Hirschfeld

CLA Director, Promotion Committee Vice Chairperson

1. Submit (1) proof of a **Canadian Limousin breed ad**. The ad should focus on promoting the breed to the commercial industry.
2. The CLA logo will be provided by email to all participant for use on the ad
3. File formats accepted are: JPEG, PNG, PDF. File name should be as follows: Age Division_Exhibitor First Name, Last Name_Category (ex. Senior_JohnSmith_Photography).
4. Print marketing ads are to be emailed to **cjla@limousin.com by July 23, 2021 11:59 PM MST**.

Photography Competition Rules

Peewee & Junior: "Your Limousin Herd" or "The Summer Sky"

Intermediate & Senior: "The commercial side of the Limousin breed" or "The Summer Sky"

5. There will be one entry per exhibitor
6. Photo must be taken by the exhibitor between **June 7, 2021 and July 23, 2021**.
7. Each age division will be judged individually.

8. Photographs must not be edited or altered in any way
9. All photographs become the property of the CJLA/CLA and may be used by CJLA or CLA for promotional purposes.
10. File formats accepted are: JPEG, PNG. File name should be as follows: Age Division_ Exhibitor First Name, Last Name_Category (ex. Senior_JohnSmith_Photography).
11. Photos are to be emailed to **cjla@limousin.com by July 23, 2021 11:59 PM MST.**

Scoring:

- | | |
|-------------------------------------|-------|
| - Composition | (30%) |
| - Quality | (30%) |
| - Originality | (20%) |
| - Relationship to Limousin Industry | (20%) |

Artwork Competition Rules

Peewee, Junior, Intermediate & Senior: Create a piece of interactive art using items you have found around the farm. Pencil/pencil crayon/crayons are not allowed to be used. Paint is ok to be used on the item.

1. One entry per exhibitor with no entry fee
2. Artwork must have been designed and made by the exhibitor.
3. Each age division will be judged individually.
4. Artwork must be submitted virtually as a photograph of the piece. If more than one photo is needed to capture more than one angle of the piece, we ask the photos are put together as a collage and submitted as one photo.
5. File formats accepted are: JPEG, PNG. File name should be as follows: Age Division_ Exhibitor First Name, Last Name_Category (ex. Senior_JohnSmith_Artwork).
6. Photos are to be emailed to **cjla@limousin.com by July 23, 2021 11:59 PM MST.**

Judging Competition Rules

1. Exhibitors will judge a class of yearling heifers selected by a CLA member
2. Both pictures and video will be provided for judging
3. Exhibitors must place the class and provide written reasons on their placings
4. Follow this example when giving reasons;

Sir/Madam

"I place this class of Limousin Yearling Heifers 2, 1,3,4

"I place 2 over 1 because _____"

"I place 1 over 3 because _____"

"I place 3 over 4 because _____" "I place 4 at the bottom because _____"

" For these reasons I place this class of Limousin Yearling Heifers 2,1,3,4. "

5. Official placings and reasons will be provided after the competition
6. Reasons and placings are each scored out of 50 for a total score out of 100
7. Please sign up for the Judging competition on the registration form. The class to be judged along with further instructions will be emailed to all participants in July.
7. Placings and reasons must be submitted emailed to cjla@limousin.com by **July 23, 2021 11:59 PM MST.**

Public Speaking

Peewee & Junior: Tell us about your favorite animal that you have shown or about a favorite animal you have on your farm.

Intermediate & Senior: What do you hope your future looks like in the Limousin breed?

1. Speeches must be written by the exhibitor.
2. Speech length – 3-5 minutes. Peeweeps and Junior 1-3min.
3. File name should be as follows: Age Division_ Exhibitor First Name, Last Name_ Category (ex. Senior_JohnSmith_Photography).
4. Video quality of 720p or higher, file formats accepted are: MP4, WMV, AVI, MOV only.
5. Videos to be emailed to cjla@limousin.com by **July 23, 2021 11:59 PM MST.**

Scoring

- Delivery (50%)
- Content related to the topic (25%)
- Layout (25%)

Peewee Colouring Contest Rules

1. For CJLA members in the Peewee Division only
2. Larry the Limo Colouring page can be found on the CJLA Impact Show page on the CLA website
3. Colour the picture
4. Take a picture of Larry the Limo around your farm
5. Submit the picture by email to cjla@limousin.com

CJLA Recipe Collection

The CJLA is compiling recipes to create the first-ever Canadian Junior Limousin Cookbook. The book will be sold as a fundraiser in 2022 with all proceeds going to the CJLA. This is a fun way to share memorable recipes in the breed! Do you have a favorite food you always eat at cattle shows or a special meal your

family serves when company comes over? All recipes submitted will be entered into a draw. The winners will receive CJLA swag items.

Recipe Categories:

- Limousin Beef
- Appetizers
- Main Dishes
- Fall Fair Food
- BBQ
- Soup & Salad
- Snacks
- Desserts
- Other

1. The recipe should be typed in a word document and include measurements and instructions.
2. Include a title for the recipe and submitted by.
3. Please include a write-up with your recipe that tells about a memory of having or making this recipe. Why is this a special/important recipe?
4. Please include pictures of the recipe or yourself making the dish.
5. **Please submit the recipe and write up to cjla@limousin.com by July 23, 2021.**