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AN ANALYSIS OF JUNIOR LIVESTOCK SHOWS

IN UTAH

by

Mark Jay Bingham

A thesis submitted in partial fulfillment
of the requirements for the degree

of

MASTER OF SCIENCE

in

Agriculture Economics

UTAH STATE UNIVERSITY
Logan, Utah

1975

ACKNOWLEDGEMENT

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The author expresses his appreciation to Dr. Paul Grimshaw, his major professor at Utah State University for his untiring efforts to assist and help this graduate student learn the methods of thesis preparation. Much personal sacrifice has been willingly given on his part. His professional abilities have had untold effect on the writer and will long be appreciated.

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Mark Jay Bingham

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ABSTRACT

An Analysis of Junior Livestock Shows
in Utah
by

Mark Jay Bingham, Master of Science
Utah State University, 1975

Major Professor: Dr. Paul Grimshaw
Department: Economics

The purpose of this paper is to discover any trend developing in youth participation in junior livestock shows in Utah and to identify the factors which affect youth participation. Junior livestock show records and 4-H enrollment figures from Cache and Box Elder Counties and the State of Utah, were studied to obtain necessary statistical information. A survey was constructed and issued to former and present 4-H members. Economic theory was employed in order to compare the survey data and participation statistics. The paper is divided into three major parts: similarities and differences between the Cache and Box Elder County Fair Junior Livestock Shows, age group comparisons, and other comparisons, in that order.

(52 pages)

CHAPTER I
INTRODUCTION

Since the late 1790's 4-H livestock shows have been a tradition in the United States. Livestock producers compete for top honors at literally hundreds of large and small livestock expositions throughout the country. Livestock shows for youth are more numerous, and in many cases, fully as competitive as livestock shows for adults. Thousands of youth each year choose to breed, feed, show and market livestock. Although many youth participate actively in several National shows, the vast majority culminate their experience by exhibiting and marketing their livestock on a local basis. Small or large, local livestock expositions in Utah play a significant role in the lives of rural youth.

In recent years some uncertainty has developed concerning a trend of youth participation in junior livestock shows in Utah. Consequently, this study has been designed to analyze junior livestock shows.

The purpose of this study is to discover any trend developing in youth participation at junior livestock shows in the State and to identify and examine some of the factors that effect youth participation in livestock shows and fairs.

Both county and regional livestock shows are held in

the State. Regulations and standards being much the same in each show, inferences can be made about other shows after a survey of a representative portion. One of the largest youth shows in the State is the Box Elder County Fair. One of the smaller is the Cache County Fair. These two shows have been selected as representative for in-depth study. Some information about other shows in the State was also analyzed and conclusions drawn based on the total study.

Problem analysis

1. Is there a trend in the pattern of youth participation in junior livestock shows in Utah?
2. Is effective leadership stimulating growth in both the Box Elder and Cache County Fair?
3. What are the basic sources of motivation to exhibit livestock?

Limits of the study

The study is limited to the State of Utah. More detailed study was accomplished in Cache and Box Elder Counties. Present and former 4-H members (many of them were present members of the Future Farmers of America) in Box Elder and Cache Counties were surveyed by direct contact. The responses of these 212 livestock exhibitors were tabulated and analyzed. Their responses are considered representative of the opinions of 4-H youth livestock exhibitors throughout the State.

CHAPTER II
REVIEW OF LITERATURE AND INTERVIEWS

Very little has been written concerning junior livestock shows and their place in the development of youth programs in America. Many reports are available to record the happenings of junior shows. The sale price and owner of the grand champion are often discussed, but few authors have stated a position for or against the existence of junior livestock shows.

One author, Ira Dietrich in Poor Damn Janeth (1967), says: "in spite of the ballyhoo, the trumped-up pretense and the newsprint associated with the American institution known as the Livestock Show and Exposition, it hasn't a leg to stand on--economic or moral". He further stresses:

The insidious thing about the 4-H beef project is its primary emphasis, which, since it follows true to 4-H form, leans heavily on WINNING.

Members by overt inuendo, are taught to believe this, and strive to that end. Now this all-consuming desire to win, imbedded in the mind of every exhibitor who ever walked into a show ring with a calf and show stick, has assumed colossal and vindictive proportions. Finally, we have achieved a steer show that is educational, indeed, in the practices of slickness, deceit, malpractice, and arrogance.

It modifies their honesty and integrity, remolds their character and their ideals so that they can, in all complete honesty, envision the battle for a blue ribbon and a trophy as the highest of aims. (Dietrich, 1967, p. 65)

Dr. Dietrich may well be one of the bold ones who truly opened his eyes to the real happenings all around. Many of his arguments stress equally as strongly how he feels about youth and adult participation in livestock shows.

In contrast, Dr. Doyle Mathews, Dean of the College of Agriculture, Utah State University, knows of no better way of measuring the relative merits of different production factors than by competing. He further indicates, general unsoundness is best understood in the show ring and proper impetus given to eliminate it. Sad but true, Dr. Mathews warns that many shows tend to perpetuate fads. Dwarfism is a typical example. Livestock shows caught fire with the dwarf cattle that rapidly put on fat but further research disproved their desirability. Ideally, livestock shows should portray industry needs and not follow fads, he concludes.

Greg Rose, Park Valley, Utah, cattleman, reports that in spite of their weaknesses, junior livestock show participation is what kindled his desire to return to ranching for a living. In his opinion, these shows provide opportunity for everyone to associate their meat supply with its source.

Area Livestock Specialist, Dr. Norris Stenquist, noted that professional livestock men will compete beyond perfect honesty. The advent of malpractice has come to his attention, he noted, and it is a detriment to the industry.

Shallowness alone would keep one from admitting some carry-over effect onto our youth. Dr. Stenquist extended himself to admit, however, that in all his years he had never been aware of any malpractice among youth livestock exhibitors.

If they could be located, the opinions of authors in other States would be interesting to note, but it would still leave one wondering how people in Utah feel. According to Dr. Dixon Hubbard, Animal Science Specialist, United States Department of Agriculture, there is no record on file in Washington of any study of this nature done in any other state.

In over one hundred interviews held during the preparation of this thesis, not one interviewee was opposed to junior livestock shows. Many had constructive criticism to build support for the shows or their educational component. Some would change other aspects of the shows, such as market variations offered different individuals for comparably graded animals, rules and regulations controlling parental assistance and influence at the shows etc. but unitedly they all agreed that the shows themselves were a basic rural Utah delight, and they would work to perpetuate their existence.

CHAPTER III
METHODOLOGY

The objective of this study was to discover any trend in youth participation at junior livestock shows in Utah and to outline the factors affecting youth participation at the shows. No other study has been published on this same subject in Utah or any Western State to date. No comparable study has ever been published concerning this same subject in the United States.

The records of each individual county fair were thoroughly searched in order to obtain participation numbers and junior livestock auction statistics. In the case of all junior livestock shows analyzed, local Extension workers and individual show managements facilitated the search and provided the asked-for information.

A questionnaire was constructed and delivered to rural grade schools with concentrations of 4-H members with livestock projects, and to Bear River, Box Elder and Sky View High Schools where 212 present and former 4-H members were allowed class time to complete the information. The results of the survey were then quantified according to counties and age groups by the author.

The following data summarizes their reactions.

CHAPTER IV

ANALYSIS OF RESULTS

The difficulty of obtaining livestock show information is demonstrated in the figures of actual participation statistics as obtained from show records. In many cases junior livestock show managements do not maintain livestock show files. Others who thought they were maintaining good records found themselves unable to validate statistics for previous years in a manner that was meaningful to the survey. The junior livestock shows analyzed in the figures are the only shows where records of at least four years were available.

The overall number of exhibitors, as shown in Figure 1, increased from 798 in 1970 to 845 in 1972, but decreased slightly in 1973.

The number of exhibitors in the Cache County Fair have been relatively constant while the exhibitors at the Intermountain Junior Fat Stock Show decreased greatly until 1971. Since then exhibitor numbers have increased. The Box Elder County Fair has had a steady enrollment but has been decreasing since 1969. Millard County Junior Livestock Show has the greatest variations both up and down while both Salt Lake County and South-Eastern Utah have grown over a period of years but have either grown less or decreased slightly in 1973.

It has been difficult to establish a long run characteristic of shows because of the inadequacy of detail in show records. Short run changes, however, indicate an upward movement in participation between 1970 and 1972. Figure 1 shows a 31.6 percent increase in the number of exhibitors, for the livestock shows considered. Comparing 1972 to 1973 we observe a decrease of 2.4 percent in numbers of exhibitors. The significance of the change becomes minimal when we realize that 1973 participation levels, although down from 1972, are still up 28.3 percent over 1971 levels.

Changes in livestock show participation are not entirely due to changes in 4-H livestock club enrollments. Figure 2 shows the total 4-H members enrolled in either beef, sheep or swine projects.

Although the Box Elder County Fair shows a constant downward trend in participation in the junior livestock show, one can hardly expect it to advance while overall enrollments are moving steadily lower. In 1971 4-H livestock enrollees reached an all-time high in Box Elder County. The program involved some 181 youth. In 1972 reports reveal a 23.2 percent drop from 1971. The 1973 annual statistical report again recorded a drop of 18.1 percent. The combined changes sustained in the two years total a 37 percent decrease from 1971 levels. This change is greater than the gain made between 1970 and 1971.

Number of Exhibitors

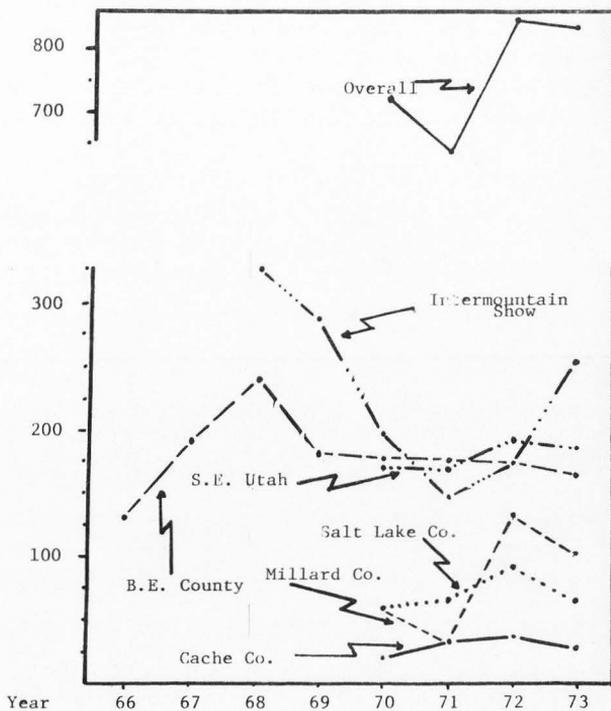


Figure 1. Numbers of exhibitors showing at junior livestock shows in Utah in selected years.

Number enrolled

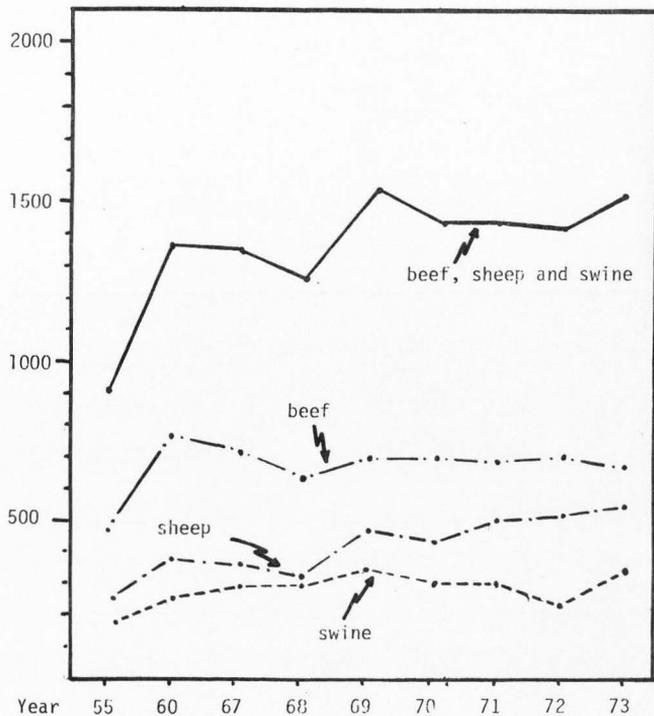


Figure 2. Number of 4-H members enrolled in livestock projects in Utah in selected years.

Figure 3 shows the number gained and lost in Box Elder County 4-H livestock programs and shows these losses according to the individual projects.

The correlation between county fair participation and 4-H livestock enrollment in Cache County appears to vary even more.

Although a downward trend in livestock exhibiting exists at the Cache County Fair, the enrollment figures fluctuate greatly from year to year. In 1971 when 4-H livestock enrollment was minimal, the participation at the county fair was increasing. When livestock enrollment soared to record high's in 1972, the overall county fair participation showed a small increase. In 1973 the participation in the Cache County Fair dropped 24.6 percent.

Similarities and differences
between the Cache County and
the Box Elder County Fair
Junior Livestock Shows

The results of the survey reveal many similarities in the participant impressions of the Cache County and the Box Elder County Fairs. The results also reveal some striking differences between the youth impressions of these two shows. The significance of the similarities and differences and their incentive values to the youth are essential to the study and will consequently be analyzed simultaneously, subject by subject.

Number enrolled

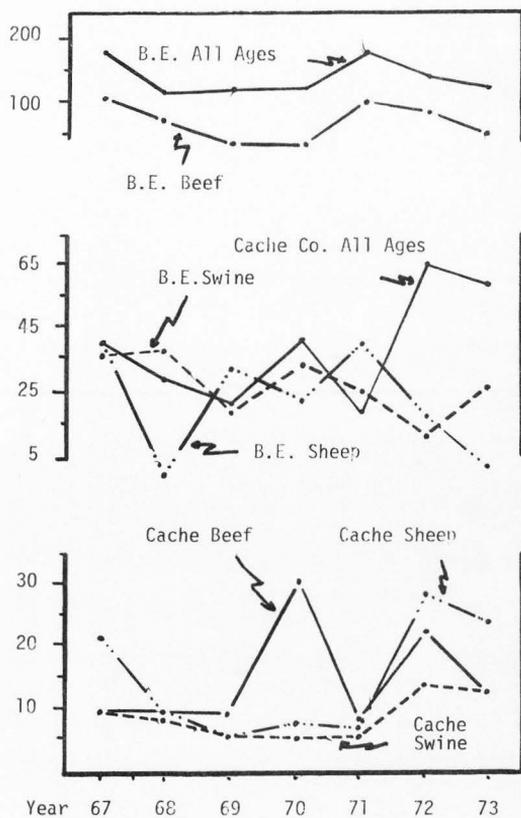


Figure 3. Number of 4-H members in Box Elder and Cache Counties enrolled in livestock projects between 1967 and 1973.

Survey results indicate sound economic motivation among the youth livestock exhibitors. Students were asked to rank a list of incentive factors associated with their respective junior livestock shows according to their relative importance. Both groups selected the monetary incentives as more important than fun activities and proper housing for their animals. As seen in Figure 4, Cache County youth preferred prize money, premium money, and trophies, while the Box Elder County youth chose sale price, premium money, and trophies. The relative value of each item as given by the surveyed youth is expressed as a percentage of the highest ranked factor. In part one, the figure shows the Cache County preference for prize money and the top Box Elder County choice to be centered around the junior livestock auction. Housing for animals is shown to be an issue of relative unimportance in this case, although, as will be seen later, not entirely a dead issue.

Part two of Figure 4 shows a clear change in preference when economic factors were rated with social issues. Box Elder County youth selected the experience of showing as the overall most important issue in participation. The accomplishment of winning top honors at the show and its value, or simply placing in the blue ribbon class were also seen as more important to youth than the price received through the corresponding auction.

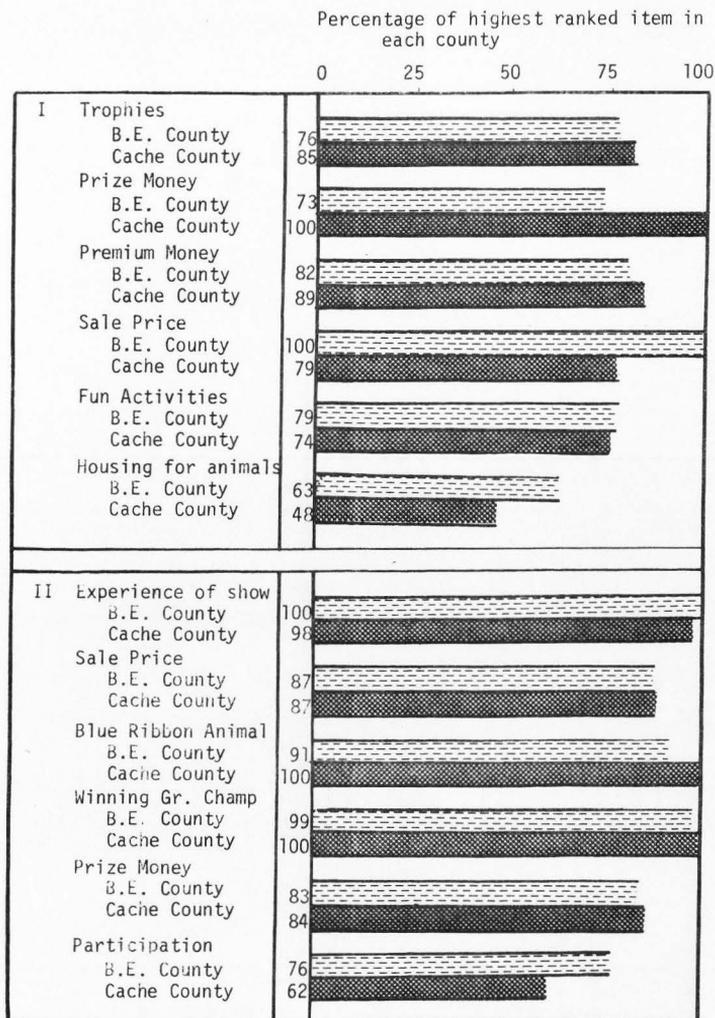


Figure 4 Rating of incentive factors by 4-H club exhibitors at junior livestock shows in Cache and Box Elder Counties in 1973.

Cache County youth also abandoned the economic incentives and chose the social placings and competition as most important overall. They also list the experience of showing to be of greater value to them than prize money, their top selection in the first list.

Students were asked to record the one most influential factor determining why they exhibit livestock at the county fair junior livestock show. Figure 4 shows their tabulated responses. Consistent with their relative values from the first set of incentive factors, Cache County youth report widespread economic motivation with prize money standing out as the greatest single attractor to participate in the fair.

Box Elder County youth, as shown in Figure 5, are encouraged to participate by at least four or five items. The added profit associated with the sale of their animal is of top importance to youth attending the Box Elder County Fair Junior Livestock Show. Fun activities, however, play a major role, being 99 percent as important as the auction. The educational element associated with the show also is reported to draw 81 percent as many youth to the annual event as does the auction. Sixty-two percent as many youth report that they exhibited livestock because they had nothing better to do. The potential social impact of this percentage will be discussed later.

Record keeping differences between the youth of the

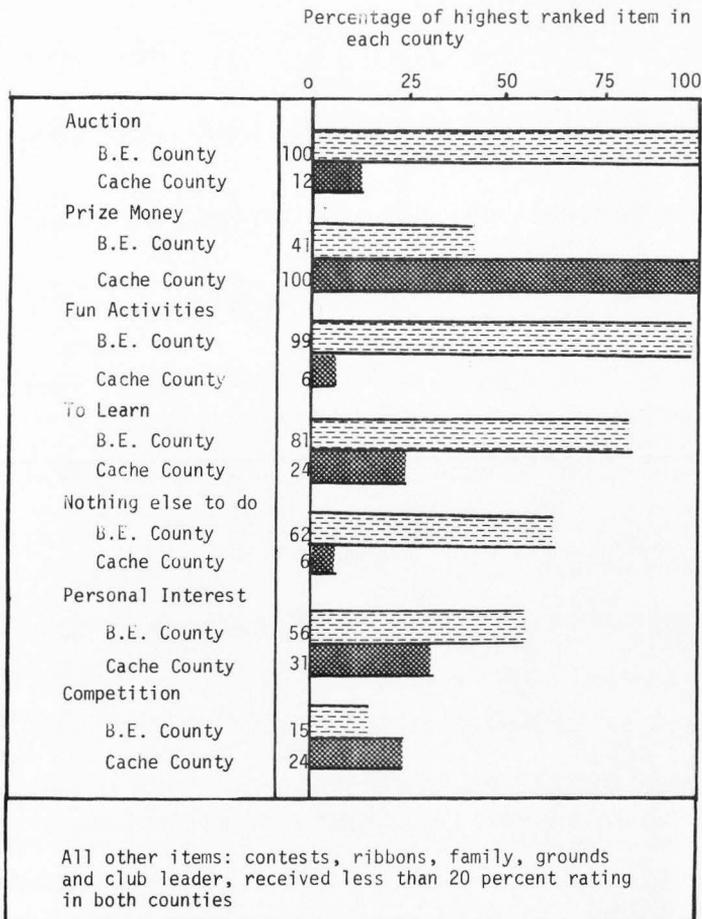


Figure 5 Percentage summary of influential factors determining that youth exhibit livestock in Cache and Box Elder Counties in 1973.

are striking. As seen in Figure 6, 81.8 percent of the surveyed youth from Cache County reportedly maintain record books. Only 45.5 percent of the youth in Box Elder County report the same tendencies.

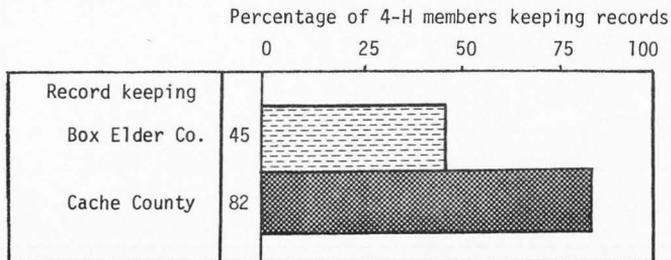


Figure 6 Percentage of 4-H members keeping records in Cache and Box Elder Counties, 1973.

An analysis of growth rates and exhibitor tenure in the two counties shows 35 percent of the Cache County youth reported that they were just beginning to exhibit in 1973. Box Elder County youth showed 17 percent just beginning. Cache County youth also reported that 42 percent of them were continuing to exhibit as compared to a smaller 30 percent in Box Elder County. Among the former exhibitors, Box Elder County showed the annual decrease in participation for 1973 to be 5 percent while Cache recorded no loss. Box Elder County youth reported a 48 percent previous loss of interest while Cache County recorded only a 23 percent loss of their former participants.

Livestock exhibiting experience varies with the youth from the two counties. As seen in Figure 7, Cache County youth report fairly consistent percentages at all levels of experience while Box Elder County youth report a heavy concentration in the first year and a tailing-off effect through the additional years of experience.

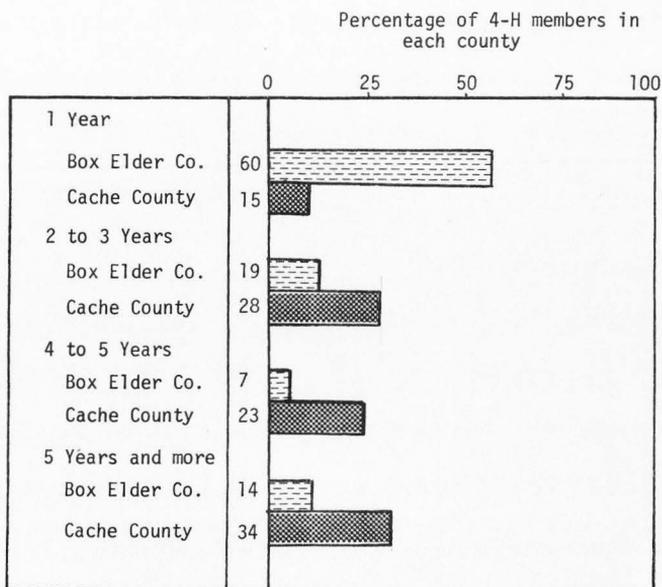


Figure 7 Percentage of 4-H members exhibiting livestock relative to years of experience in Cache and Box Elder Counties, 1973.

Nearly two-thirds of all the youth surveyed came from homes where their parents raised livestock for a living. When combined with the beginners, 76.4 percent and 70.6 percent of the surveyed youth from families affiliated with livestock in Box Elder and Cache Counties, respectively, planned to continue to exhibit livestock in subsequent years. Also, of the numbers planning to discontinue or who had already discontinued to exhibit, 41.9 percent were from families affiliated with livestock production in Box Elder County and 61.8 percent from livestock families in Cache County.

In the survey, youth were asked to rate the different aspects of their respective fairs as excellent, good, fair or poor. If they were indifferent, they were to indicate such. In Figure 8, the proportion below the zero line indicates the percent of the respondents rating each item fair to poor. The proportion of each bar above the zero line shows the percentage rating the item good and excellent. The indifferent percentage is divided equally above and below the zero line to make the total bar length represent one hundred percent of the responses.

No attempt is being made to evaluate the respective county fairs except as they were evaluated by the youth exhibitors surveyed.

An analysis of the major roles of leadership, competition, and general enjoyment provided youth exhibitors by

participation in shows and fairs indicates that Box Elder County youth consistently rated their fair higher than the Cache County youth. As seen in Figure 8, this is true for ratings on County Commissioners' interest in the show, local support of businessmen, friends attending and encouraging others, parental encouragement, and competition. Although each item rated by the groups varied greatly, most individuals rated the items as either good or excellent.

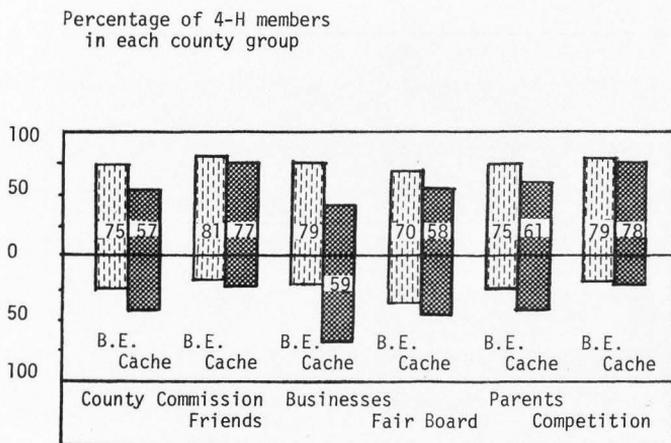


Figure 8 Rating of county fair leadership, local business support, competition and encouragement to attend and exhibit in Cache and Box Elder Counties, 1973.

The Cache County Fair was rated fair to poor by more exhibitors on more items than the Box Elder County Show.

The pattern of rating described in Figure 8 with Box Elder being rated higher than Cache is consistent in 29 of the 33 survey items rated by the respondents.

An analysis of Figure 8 shows the percentage of respondents rating each item good to excellent ranged from a low of 41 percent to a high of 81 percent with most respondents rating most items good to excellent. In the areas of general appearance of the fair grounds, coordination of the fair with the beginning of school, rules and regulations for exhibiting, and garbage collection, the good to excellent ratings for the Cache County Fair exceeded those for the Box Elder County Fair. The possible implications of these facts and others will be discussed in later sections.

Age group comparisons

An analysis of the survey results reveal that regardless of age most respondents rated the incentive factors at the fairs in a similar manner. The age of the respondent did make some difference in how they viewed trophies, fun activities and animal housing facilities.

When asked about the relative importance of each factor associated with the county fair junior livestock show, all age groups selected the economic rewards over fun activities and adequate housing for their animals. The

older age groups selected the junior livestock auction as the most important factor of the show while the youngest exhibitors selected trophies. The youngest showmen, however, rated proper housing for their animals more important than fun activities for themselves. Figure 9 shows the relative importance of each item.

When asked to rate the items representing economic values of the show with other items, some new priorities were developed. The nine to twelve year-olds reported that the real value of the show was being able to be present and participate. The same factor was the least important of any factor as an incentive to the 13 to 15 year-olds and the 16 to 19 year-olds.

An analysis of Section "F" which asked, "Please rank the following items as to their importance at the junior livestock show", is partly summarized in Figure 10. An analysis of Part II of Section "F" shows the oldest exhibitors selected the experience of showing as the most important item. Their second choice was the sale price received at the junior livestock auction. The 13 to 15 year-old age group selected the sale price at the auction as the most important item. The sale price at the auction was the least important item in the list to the youngest age group.

The surveyed youth were asked to select the one most

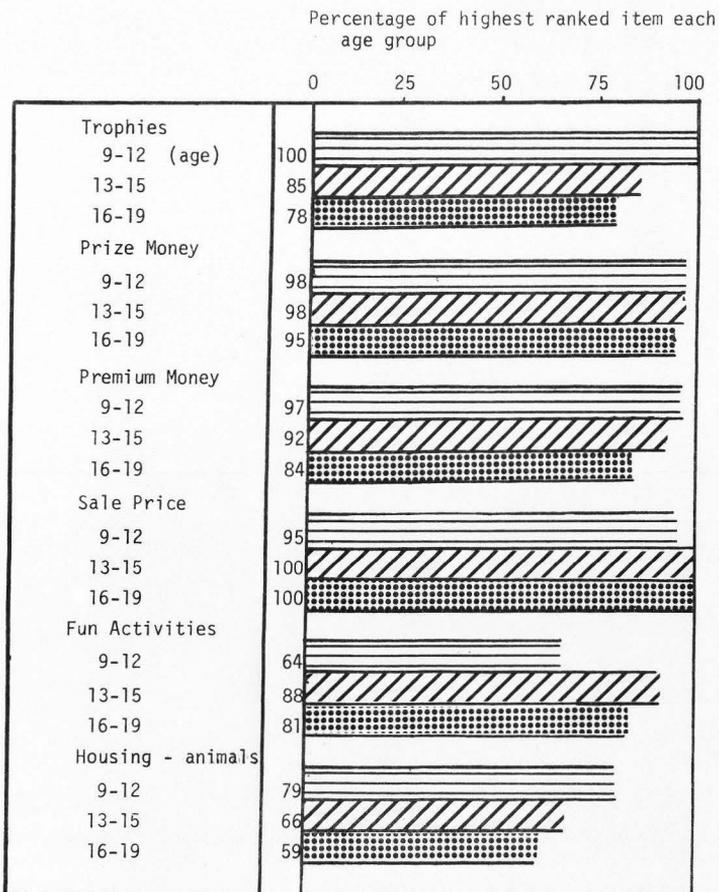


Figure 9 Ranked importance of group I items by surveyed respondents for Cache and Box Elder County Fair Junior Livestock Shows by age groups in 1973.

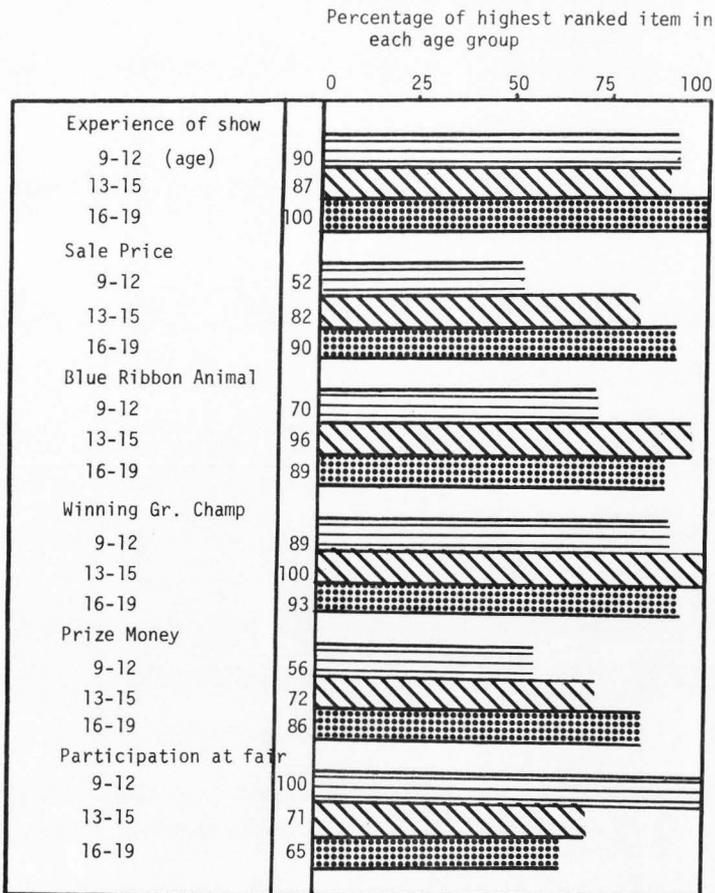


Figure 10 Ranked importance of group II items by surveyed respondents for Cache and Box Elder County Fair Junior Livestock Shows by age groups in 1973.

influential factor which determined why they exhibit at the county fair junior livestock show. An analysis of the responses to this question is shown by age group in Figure 11. The 13 to 15 year-olds, having earlier selected the sale price at the auction to be the most influential factor of the show, now selected prize money as the most important factor. The sale price at the auction was rated as second. The youngest exhibitors rated two factors as equally important in encouraging their participation. They list fun activities and the opportunity to learn at the show as the most influential factors. They also selected encouragement from their club leaders as an important influence.

The oldest age group indicated that sale price at the auction was the most important influence causing them to exhibit. A close second was the opportunity to learn, while their third choice was the fun activities associated with the fair or show.

A total of 63 percent of the older youth and 43 percent of the 13 to 15 year-olds indicated they exhibited because they had nothing better to do. This is interpreted as a positive not a negative response because the youth recognize the value to them of participation in shows and fairs.

An analysis of Figure 12 shows exhibitor tenure for the respective age groups. The highest frequency of attrition is among the oldest age group of exhibitors. The greatest

Percentage of highest ranked item in each age group

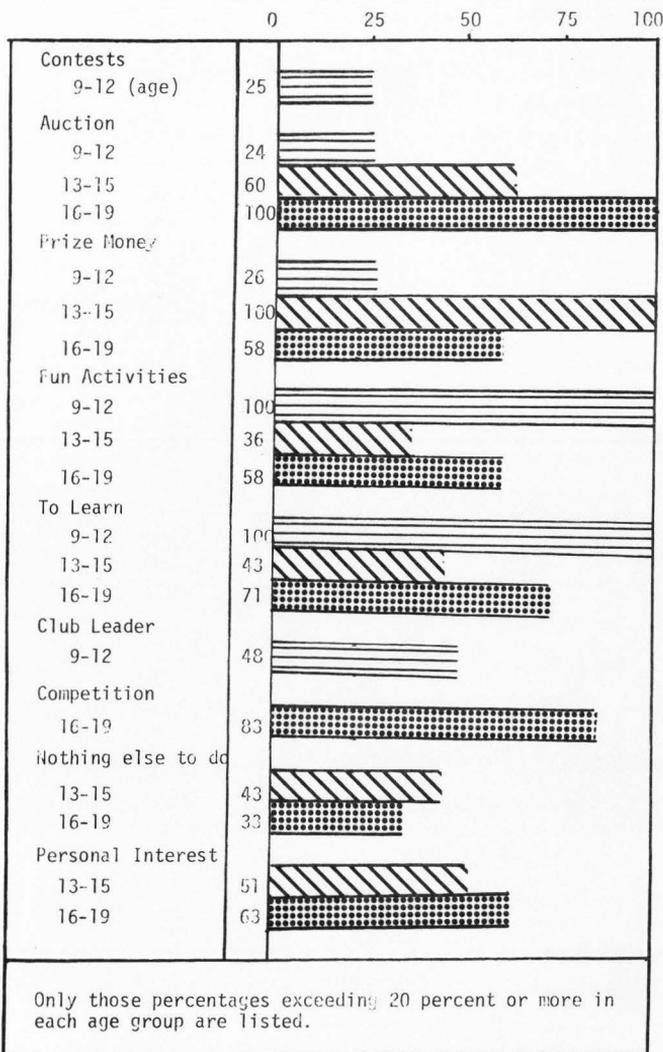


Figure 11 Rating of influential factors determining why youth exhibit livestock in Cache and Box Elder Counties in 1973.

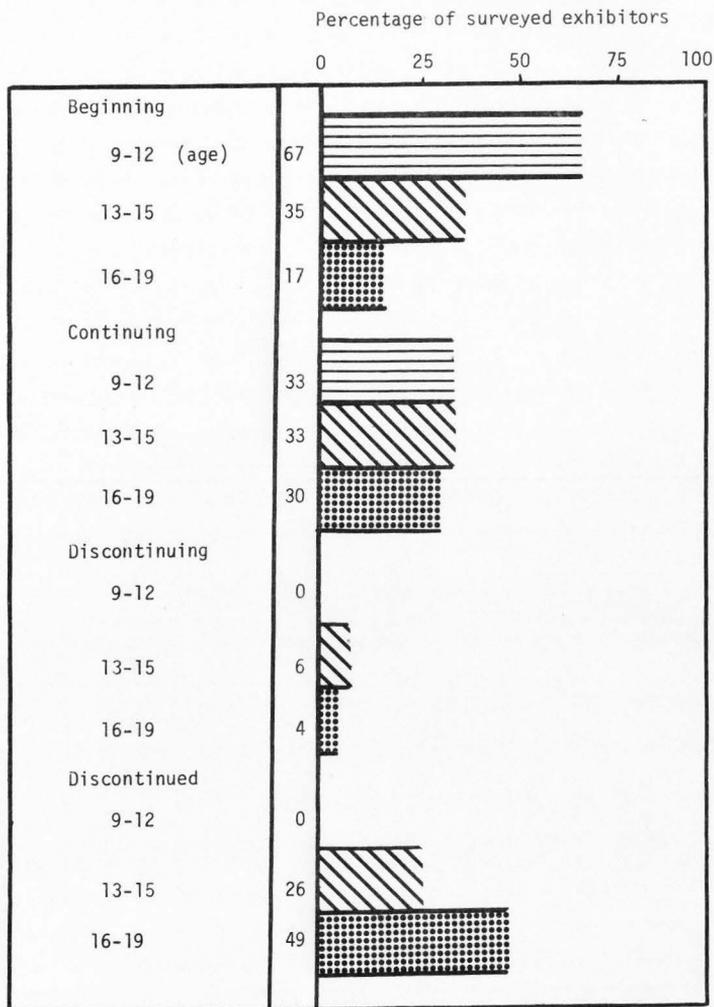


Figure 12 Percentage of 4-H livestock exhibitors beginning, continuing, discontinuing and previously discontinued exhibiting in Cache and Box Elder Counties in 1973.

reduction in enrollment occurred among exhibitors who did not show in 1973 and who had no plans to exhibit in subsequent years. Among the 16 to 19 year-olds, 49 percent did not plan to re-enroll. The percent discontinuing enrollment in the 16 to 19 year-olds, for the year of 1973, was 4 percent. The percent of 16 to 19 year-olds enrolling for the first time in 1973 was 17 percent. The 9 to 12 year-olds indicated no intention to discontinue participation in junior livestock shows, however; historically some will not rejoin.

Some differences in exhibitor tenure appear when livestock exhibitors come from farms having livestock enterprises when compared to youth from families not affiliated with the livestock business. An analysis of Figure 13 shows that all the 9 to 12 year-old exhibitors are from families with a livestock enterprise. About two-thirds of the 13 to 15 year-old respondents came from farms with livestock enterprises. There were 71 percent of the 16 to 19 year-old members from farms with livestock programs. Most exhibitors in each age group who did not re-enroll in subsequent years were from farms or homes which were not in the livestock business.

An analysis of Figure 14 shows the percentage of the livestock exhibitors and non-exhibitors who are keeping records and planning to re-enroll as compared to those who are discontinuing. Fifty three percent of all the 16 to

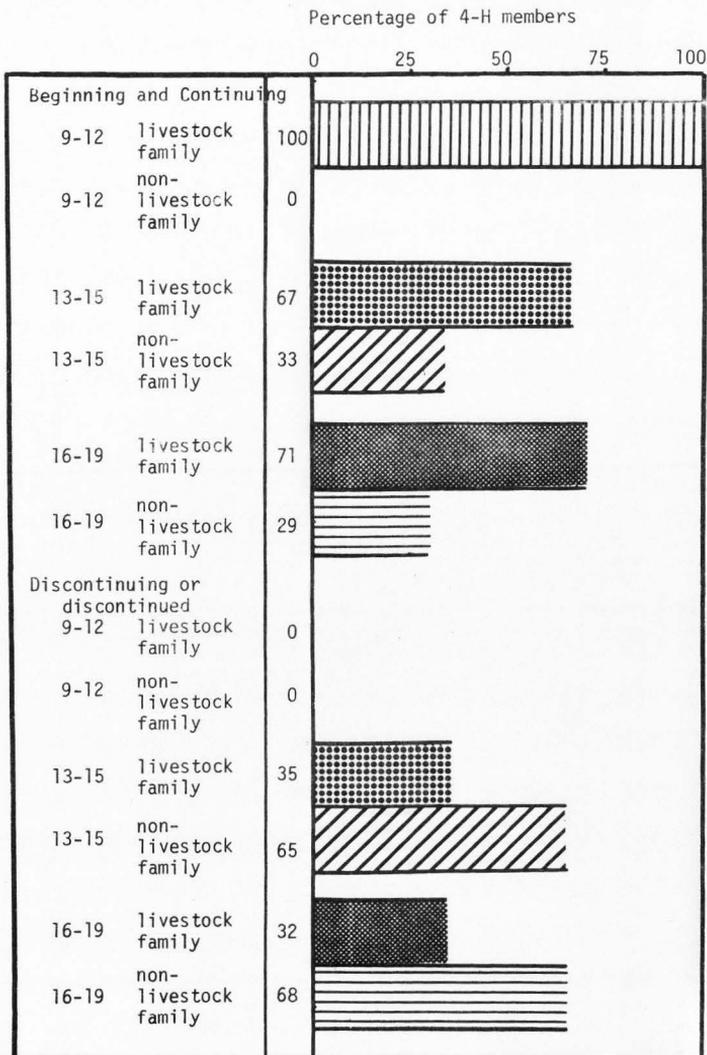


Figure 13 Percentage rating of youth from families with a livestock or non-livestock background, continuing or discontinuing to exhibit livestock in Cache and Box Elder Counties in 1973.

accept the challenge to keep records will also accept the opportunity to exhibit livestock.

An analysis of Figure 15 shows the number of members enrolled in livestock projects who re-enrolled in the livestock program. The 9 to 12 year-olds had all exhibited three years or less. About one half of the 13 to 15 year-olds were enrolling for the first time, the rest had accumulated a variety of exhibiting experience. Nearly 20 percent of the 13 to 15 year-olds had been enrolled for five or more years while more than half of the 16 to 19 year-olds had exhibited for three years or less.

An analysis of Figure 16 indicates how respondents rated the influence of county fair leadership on their decision to attend shows and fairs and exhibit livestock. The youngest exhibitors rated the show leadership considerably higher than the other two age groups, although as can be seen from the figure, the average rating is quite high.

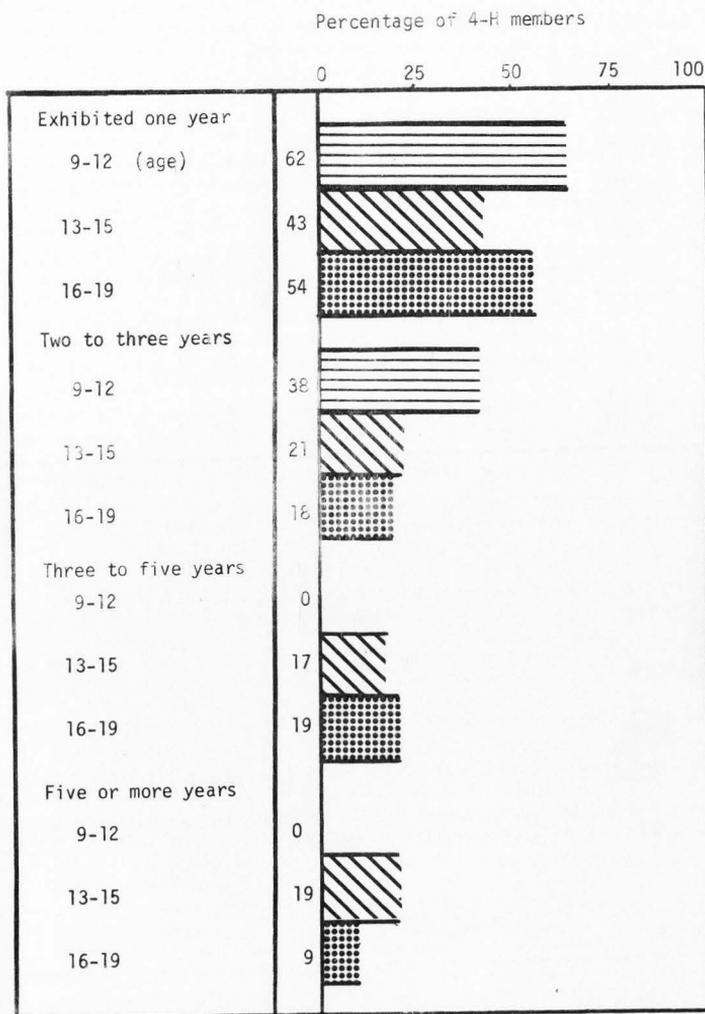


Figure 15 Percentage of exhibitors in Box Elder and Cache Counties by age groups, according to the number of years of experience in 1973.

Percentage of 4-H members

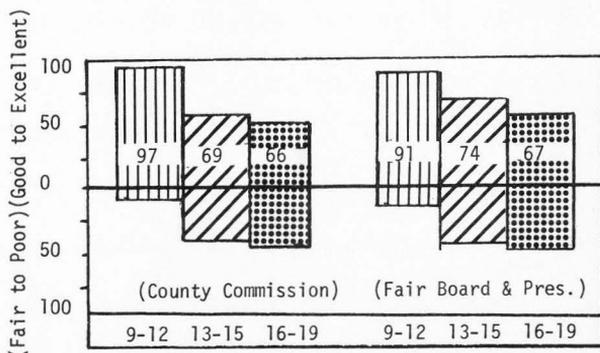


Figure 16 Rating of the influence of county fair leadership on the decision of 4-H respondents to enroll in livestock projects in Cache and Box Elder Counties, 1973.

An analysis of Figure 17 shows that a significant

Percentage of 4-H members

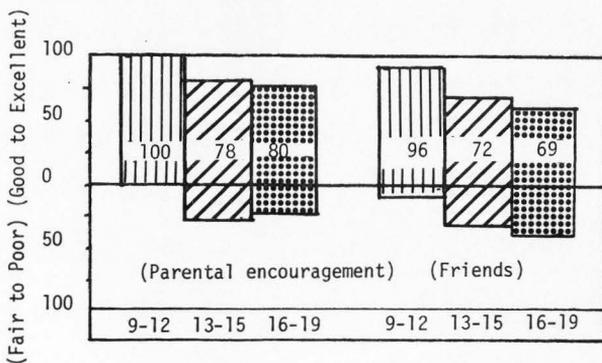


Figure 17 Rating of the influence of parents and friends to enroll in livestock projects in Cache and Box Elder Counties, 1973.

number of livestock exhibitors are encouraged by friends and parents. The youngest exhibitors reportedly felt parents and friends influenced their decision to exhibit more than the oldest respondents. A majority of each age group felt the influence of both parents and friends was a positive factor in their enrollment in livestock projects.

The same patterns of positive influence to enroll or re-enroll established by the analysis of Figures 16 and 17 continues through most of the items analyzed in section "B", by the respondents from Cache and Box Elder Counties. The youngest exhibitors rated each factor higher than either of the other age groups. The older groups of exhibitors were less positive with their ratings and more ready to criticize.

Other comparisons

In spite of the differences in the Cache and Box Elder County Fairs as reported by the youth from the two counties, the consensus of opinion was that shows and fairs were worthwhile activities resulting in positive experiences and training. The good to excellent rating of each item exceeded the fair to poor ratings as shown in Figure 18.

An analysis of Figure 18 shows the composite ratings for the two fairs as reported by all youth responding to the survey. The percentage rating of each item rated good and excellent is written numerically in the bar of the figure.

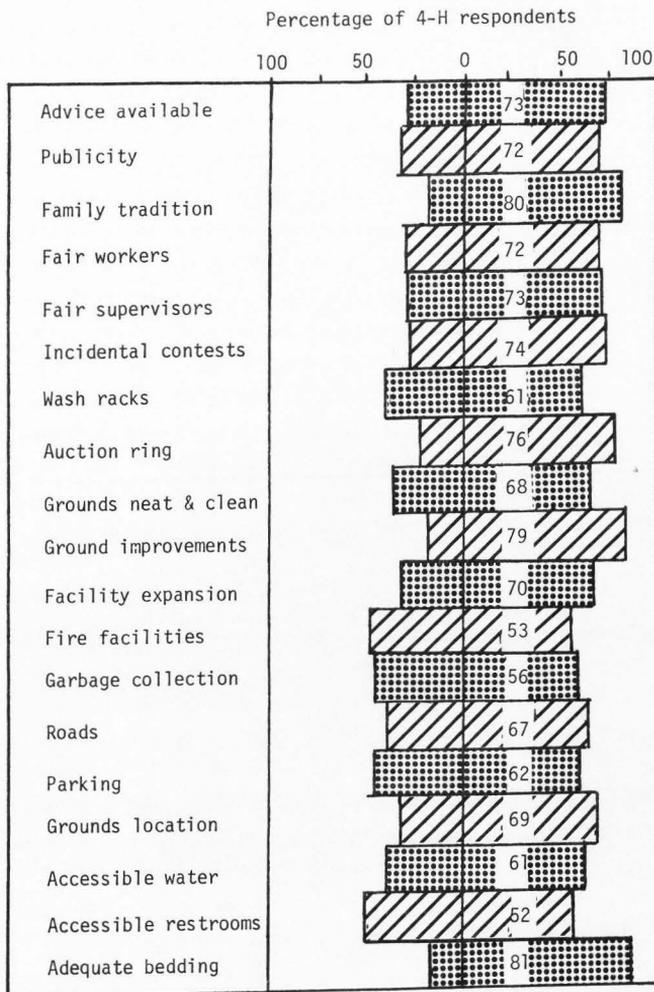


Figure 18 Rating of county fair elements and facilities in Cache and Box Elder Counties, 1973.

The percent of respondents rating each item fair to poor can be computed by subtracting the good to excellent percent from 100.

In 1972 the members of the State Legislature felt the need to encourage junior livestock shows in Utah and consequently appropriated \$20,000 to be apportioned to inter-regional, regional and State livestock exhibitions through the auspices of the State Department of Agriculture. An annual appropriation of a smaller amount had been made prior to that time beginning as far back as the early 1950's for the same purpose. Table 1 shows the current appropriation schedule.

County fair junior livestock show auction prices for all classes of livestock have traditionally been higher than open market prices. The difference between open market and junior livestock prices has varied from show to show.

A summary of the comparison of prices is shown in Table 2. In 1973 buyers at the Cache County Fair Junior Livestock Show auction paid more for livestock than any other show considered in the study. Prime lambs sold for more than double the open market price. Most buyers are local merchants who must consider the advertising value of any purchase made at a junior livestock show. Because most buyers are local individuals or firms, local or county shows generally offer higher average prices than regional shows.

Table 1 Schedule for apportioning the legislative appropriation for livestock shows in Utah, 1973.

<u>SHOW</u>	<u>LOCATION</u>	<u>BASE</u>	<u>PROJECTION</u>
Black and White Dairy Days	Richmond	\$1000	\$4500
Intermountain Junior Show	Farmington	2750	3000
Golden Spike National Show	Ogden	4800	2400
Millard County Junior Show	Delta	1000	1500
Southern Utah Jr. Livestock Show	Richfield	1000	1500
Utah State Fair	Salt Lake		1500
SouthWest Jr. Livestock Show	Cedar City	1000	1500
SouthEastern Jr. Livestock Show	Ferron	1000	1400
Plain City Dairy Days	Plain City	750	1300
Utah Junior Turkey Show		880	1100
Uintah Basin Jr. Livestock Show	Vernal	1000	1100
Box Elder County Fair	Tremonton		800
Sanpete Jr. Livestock Show	Ephraim	1000	800
Utah State Suffolk Sheep Show	Nephi	1000	500
Tooele County Show	Tooele		500
Duchesne County Fair	Duchesne	410	450
San Juan County Show	Monticello		400
Utah Junior Broiler Contest		200	300
Kamas Show	Kamas	250	300
Morgan County Junior Show	Morgan	250	300
Duchesne County Livestock Show	Duchesne	90	250
Utah Future Farmers of America		125	200
			<u>\$28,100</u>

Table 2 Market spread comparisons for junior livestock shows.

<u>Cache County Fair (1973)</u>			
	<u>Sale Price</u>	<u>Market Price</u>	<u>Spread cwt</u>
Choice Cattle	72.00	51.50	18.50
Prime Lambs	95.70	42.60	53.10
Choice Lambs			
No. 1 Hogs	100.00	56.50	43.50
			\$115.70 / 3 = \$38.36
<u>Box Elder County Fair (1973)</u>			
Choice Cattle	74.60	51.50	23.10
Prime Lambs	94.10	42.60	51.50
Choice Lambs	75.00	40.10	34.90
No. 1 Hogs	87.50	56.50	31.00
			\$140.50 / 4 = \$37.62
<u>Salt Lake County Fair (1972)</u>			
Choice Cattle	43.17	35.25	7.92
Prime Lambs	40.20	30.50	9.70
Choice Lambs	34.80	32.50	2.30
No. 1 Hogs	54.75	26.30	28.45
			\$48.37 / 4 = \$12.09
<u>Intermountain Junior Fat Stock Show (1973)</u>			
Choice Cattle	49.77	43.80	5.97
Prime Lambs	57.28	38.20	19.08
Choice Lambs	42.89	36.20	6.69
No. 1 Hogs	43.52	37.20	6.32
			\$38.04 / 4 = \$9.51
<u>Millard County Fair (1973)</u>			
Choice Cattle	51.25	43.80	7.45
Prime Lambs	54.08	38.02	15.88
Choice Lambs			
No. 1 Hogs	41.80	37.20	4.60
			\$27.93 / 3 = \$9.31
<u>Utah State Junior Livestock Show (1973)</u>			
Choice Cattle	47.00	45.00	2.00
Prime Lambs	52.08	35.80	16.28
Choice Lambs	51.00	36.20	14.80
No. 1 Hogs	36.00	35.20	.80
			\$33.80 / 4 = \$8.47

Prices offered at different shows are also subject to the policies of the show management and the traditional support given to the show by businessmen and families of the exhibitors. The variations in prices offered at different shows has been great as seen in Table 2. The meaning of the \$38.36 average price above market, paid exhibitors at the Cache County Fair and the \$8.47 price paid at the Utah Junior Livestock Show, is an apparently large difference but should not become the focus of junior livestock show differences.

CHAPTER IV
SUMMARY AND CONCLUSIONS

During recent years some concern has been expressed about youth participation in junior livestock shows in Utah. This study was designed to discover the trend in youth participation at junior livestock shows and to identify the factors which affect this trend.

The necessary data to determine enrollment in livestock projects is available for some but not all of the counties surveyed. All records for Salt Lake County Fair, Box Elder County Fair, Cache County Fair, Millard County Fair, Morgan County Fair, Davis County Fair, Intermountain Junior Fat Stock Show, Utah Junior Livestock Show, South Eastern Utah Junior Livestock Show and South Western Utah Junior Livestock Show, have been analyzed and all the available data pertinent to this study has been presented. A four-year trend covering livestock shows with available data, however, is presented in the analysis. This trend indicates an increase in youth participation at the named junior livestock shows.

Most shows studied had enrollments which fluctuated up and down from year to year. A strong correlation exists between shows having increased or decreased participation in a given year. In 1972 every show analyzed increased its

participation. In 1973, when total enrollment fell slightly, five of the six shows recorded a reduction in numbers while only one show had a significant increase in numbers enrolled.

Each junior livestock show has a unique pattern of youth participation. The degree of change and the direction in which changes occur appears to be influenced by several factors.

Among the youth surveyed, 10.5 percent indicated that they exhibited livestock because they had nothing better to do, although this response is not interpreted as a negative response. This group is one of the target clientele that 4-H and other youth organizations are specifically designed to assist. Some would argue that there are many less valuable things to do than exhibit livestock which could be considered as constructive activities.

There are also many things to do that would not be considered constructive that would consume the energies of youth. As reported by these respondents, more than one in ten involved could be doing something destructive during the time they spend exhibiting and preparing for the show.

Youth report that economic factors, such as prize money and sale price, play a key role in attracting them to exhibit livestock at shows, but that they are not the most important values of the show. The value of the experience gained was given the highest overall rating. The educational

value of the show is also rated high by the youth exhibitors, indicating that they feel that they have learned a great deal through participating.

The majority of the exhibitors are keeping records to establish profit and loss figures for their projects. This experience alone has benefited them for whatever career or vocation they choose.

Responses from Box Elder and Cache County youth tell different stories about county fair leadership when these responses are compared. Box Elder County youth gave more ratings of good to excellent to county commissioners and county fair boards and gave fewer fair to poor responses than did youth in Cache County. The contributions of local business concerns were better recognized by youth in Box Elder County. The differences in individual items as rated by the youth in the two counties were significant in all cases. Many would prefer improved fairgrounds and facilities in both Box Elder and Cache Counties although present facilities are not hindering participation.

Although one author expressed little hope for the future of livestock shows, it was found that both 4-H members and adults in Utah expressed great anticipations and expectations for the future of their shows. In over one hundred personal interviews held with professional Extension Agents and Specialists, Vocational Agriculture personnel, 4-H

club leaders, cattlemen, officials of the Cattleman's Association, farm organizations, USU Animal Science Department professors, and 4-H club members, not one was opposed to the idea of junior livestock shows being held in Utah. Some had constructive criticism, others disliked certain aspects of our current shows and some advocated a partial change to a new system, but not one wanted to abandon the present livestock exhibition system.

Those interviewed expressed the greatest concern about the varying prices that different youth receive for comparable quality animals when sold through the junior livestock auction. The second concern was the apparent inability to eye-ball live cattle and to correlate live and carcass placings of the live animal. On several occasions the animal selected as the grand champion live animal had had insufficient marbling to grade USDA Choice, and in some cases these champions have even graded USDA Good.

As indicated by those interviewed, a change to a carcass quality program as the basis for compensation appears to have merit, but the abandonment of the traditional show-ring and the glamour associated with it threatens to deteriorate interest among youth and adults.

The Profit Makers Contest held annually in conjunction with the Intermountain Junior Fat Stock Show is based 46.88 percent on Cutability, 37.50 percent on the Daily rate of

gain, and 15.62 percent on the actual carcass grade. The award provides about 15 winners annually with a \$25.00 savings bond and is awarded at the annual convention of the Utah Cattleman's Association.

The apparent advantage of the profit makers contest include: more widespread presentation of awards, a direct link to the efficiency factors of production, emphasis on a consumer oriented product, a realistic relationship between the factors of cutability and USDA grade, and the fact that the traditional livestock show continues with the added emphasis of the contest adding to the value of the show. The advantages listed above do not change the variable market prices paid for comparably graded animals.

Some elements of junior livestock shows need attention. Wash racks need to be expanded, restroom facilities need improvement and greater accessibility, loading chutes need to be built in Box Elder County, garbage collection and waste disposal could be improved and access roads could be better.

Junior livestock show records are inadequate. Where records do exist, they are often incomplete. Many shows attempt to run the exhibition from year to year without a second thought about maintaining any permanent record keeping system. Better records are an essential.

If higher auction prices are offered in the future,

increases in exhibitor attendance are likely to occur for many junior livestock shows. The importance of the auction and sale prices as rated by the respondents, will likely result in decreasing participation for shows without an auction.

As expressed in the interviews, there exists a genuine concern for the future of junior livestock shows in Utah. No one has indicated any real opposition. Very few are more than constructively critical. As long as the present system remains intact, it appears that the future is bright for junior livestock shows. Constant evaluation on a local level will insure greater satisfaction of all groups associated with the activities and functions of junior livestock shows in Utah.

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JUNIOR LIVESTOCK SHOWS
Utah State University Graduate Study

Date

A. Please answer the following questions about yourself and your experience in raising and showing livestock:

- | | Yes | No |
|--|--------------|---------------|
| 1. Did you exhibit at the County Fair Junior Livestock Show in 1973? | () | () |
| 2. Do you plan to exhibit at the County Fair Junior Livestock Show in 1974? | () | () |
| 3. Does your father raise livestock for a living? | () | () |
| 4. Do you have a record of the total costs of raising and showing your project animal? | () | () |
| 5. Does your project include more than the animal showed at the County Fair Junior Livestock Show? | () | () |
| 6. Do your records show a cash profit? | () | () |
| 7. Concerning the profits from your project, will you: | | |
| a) Invest in more projects: | () | () |
| b) Prepare for future schooling? | () | () |
| c) Save it? | () | () |
| d) Other? | () | () |
| 8. How many years have you exhibited livestock? | 0 to 1 () | 2 to 3 () |
| | 4 to 5 () | 5 and up () |
| 9. How old are you? | 8 to 12 () | 13 to 15 () |
| | 16 to 19 () | 19 and up () |

(Check only one)

9. Club or club leader
10. Competition
11. Nothing else to do
12. Personal interest
13. Age
14. Other (If other, please list)

E. Refer to the list above and select the most influential factor that caused you to stop exhibiting livestock at the County Fair.

(If other, please list) _____

F. Please rank the following items as to their importance at the Junior Livestock Show.

- I. A. Trophies 1.
- B. Prize money (contests) 2.
- C. Premium money (ribbons) 3.
- D. Sale price 4.
- E. Fun activities 5.
- F. Adequate space and buildings for show animals 6.

II.

- A. Experience of showing 1.
- B. Sale price (auction) 2.
- C. Showing a blue ribbon animal 3.
- D. Winning the Grand Champion Ribbon 4.
- E. Prize money (contests) 5.
- F. Being present and participating in the fair time activities 6.

	Excellent	Good	Fair	Poor	Uncertain
7. Fire protection facilities	()	()	()	()	()
8. Garbage collection and waste disposal	()	()	()	()	()
9. Main and auxiliary roads into, around, and throughout the grounds	()	()	()	()	()
10. Ample parking	()	()	()	()	()
11. Fair grounds centrally located from all parts of the County	()	()	()	()	()
12. Available culinary and auxiliary water	()	()	()	()	()
13. Accessible restroom facilities	()	()	()	()	()
14. Adequate bedding, feed, and housing for show animals	()	()	()	()	()

D. Please check the most influential factor that determines that you exhibit at the County Fair Junior Livestock Show.

(Check only one)

- | | |
|------------------------------------|-----|
| 1. Contests | () |
| 2. Ribbons | () |
| 3. Parents and family | () |
| 4. Nice fair grounds and buildings | () |
| 5. Sale price (auction) | () |
| 6. Prize money | () |
| 7. Fun activities | () |
| 8. To learn | () |

	Excellent	Good	Fair	Poor	Uncertain
12. Parental encouragement	()	()	()	()	()
13. Supervisors easy and fun to work with	()	()	()	()	()
14. Everyone exhibits only one animal (beef)	()	()	()	()	()
15. Stimulating competition	()	()	()	()	()
16. Contests such as judging, tractor driving, and showmanship	()	()	()	()	()
17. Persuasion by certain members of the family	()	()	()	()	()
18. Fair means fun	()	()	()	()	()
19. Fair is the proper conclusion to an entire year's preparation and work	()	()	()	()	()

C. Please rate the following livestock show facilities at the fair grounds:

1. General appearance of fair grounds	()	()	()	()	()
2. Wash racks, loading or unloading equipment, weighing facilities	()	()	()	()	()
3. Sales equipment and auction ring	()	()	()	()	()
4. Cleanliness, organization and neatness of grounds	()	()	()	()	()
5. Improvements of existing buildings	()	()	()	()	()
6. Expansion and new construction	()	()	()	()	()

- B. From your past experience with the County Fair and its associated Junior Livestock Show, please rate each of the following as to how it influences your decision to attend and exhibit livestock:

	Excellent	Good	Fair	Poor	Uncertain
1. County Commissioners interest, enthusiasm, and support for County Fair Livestock Show	()	()	()	()	()
2. Activities coordinated well with Fall school and other County Programs	()	()	()	()	()
3. Friends and club members attend and exhibit at fair	()	()	()	()	()
4. Fun-filled activities scheduled without conflict	()	()	()	()	()
5. Advice and help always available	()	()	()	()	()
6. Support of local businessmen at County Fair Auction	()	()	()	()	()
7. County Fair President and County Fair Board shows innovative and progressive attitude	()	()	()	()	()
8. County fair publicity and advertisement	()	()	()	()	()
9. Family example and tradition	()	()	()	()	()
10. County fair executives and leaders show fairness, courtesy, and mutual respect to all exhibitors and visitors	()	()	()	()	()
11. Rules and regulations for exhibiting	()	()	()	()	()

BIOGRAPHICAL SKETCH

The writer was born February 21, 1948 to Mr. and Mrs. Albert F. Bingham of Honeyville, Utah. He attended schools in Box Elder County, Utah, during which time he attended Box Elder High School and was, while there, elected as President of the Box Elder Chapter of Future Farmers of America, and State Treasurer of the Utah Association of the Future Farmers of America. Prior to graduation, he also won the honor of being named All-State Miler in competition in high school sports.

In 1966 he accepted a scholarship to and attended Utah State University for one year prior to leaving to complete a mission for the Church of Jesus Christ of Latter Day Saints. In 1969, he again enrolled at Utah State and resumed an athletic scholarship. In 1970, as a Junior, he was elected President of his class and in 1971 was further elected to the office of Athletic Vice President, Associated Students, Utah State University. He was twice named recipient of the Athletic Council Athletic Award for being the outstanding athlete in minor sports, and as a Junior, was named to and listed in Who's Who Among Students in American Colleges and Universities.

He married Sherry Beecher of Logan, Utah in 1971. They have two sons, Albert Todd and Mark Shane.