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**FOR IMMEDIATE RELEASE**

**February 21, 2017**

**It's All About the Beef**

*Cattlemen share their passion for the beef industry*

It was Cattlemen and Consumers Day at the 26<sup>th</sup> annual Nebraska Cattlemen's Classic. Youth and adults competed in cooking contests, while the different breed associations prepared for battle. Cattlemen had the opportunity to win a \$500 Classic sale credit by visiting the commercial vendors and getting their signatures, in return for a chance to win.

New to the Classic was the **FCS/Prostart "Cookin' at the Classic" Beef Culinary Contest**. This contest consisted of 25 high school students from four different schools. The Champion Prostart Team was from Kearney High School, and the Champion FCS Team was from Springview/Platteview High School.

The **Classic Steak Cook-Off** competition took place with nine teams competing from across the state. The Champion Team was the Nebraska Cattlemen.

**"Battle of the Breeds"** showcased the different beef breed associations in the state of Nebraska. The breed associations who participated included Simmental, Charolais, Piedmontese, Red Angus, Hereford, Gelbvieh, and Angus. They presented a display advertising their breed, while providing a sample of beef. The public voted on the best beef sample and display area. The winner of the Best Beef competition was the Nebraska Angus Association. Winning the Best Display competition was the Piedmontese Association.

Tomorrow at the Classic are the Youth Education Tours and FFA Day. Nebraska FFA Chapters are coming to interact with vendors and cattlemen, while gathering information for a presentation competition. The shows and sales begin tomorrow at 9 am with the Hereford show. The Red Angus and Polled Hereford shows begin at 10 am. The Herford sale starts at 1:30 pm, followed by the Polled Herefords at 2 pm and Red Angus at 3 pm. The day concludes with the Kuhn Knight Cattlemen's Social beginning at 5 pm.

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The NCC is the Midwest premiere livestock event for cattlemen of all ages.  
For the complete schedule, go to [www.necattlmen.com](http://www.necattlmen.com)