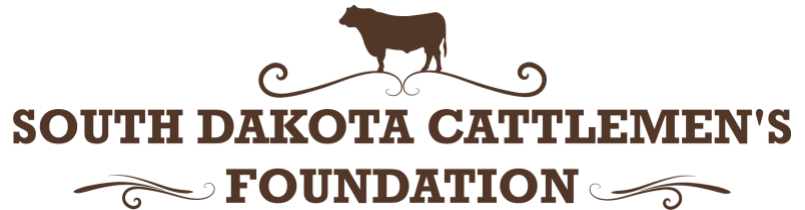


PRESS RELEASE

FOR IMMEDIATE RELEASE

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South Dakota Cattlemen's Foundation announces 2019 Fed Cattle Challenge Finalists

De Smet, South Dakota - June 21, 2019. The South Dakota Cattlemen's Foundation announced the finalists for the Fed Cattle Challenge as it completes its successful pilot year of the program.

Students in the Fed Cattle Challenge had ownership of 3 head of cattle in a custom feeding yard and received regular feed bills and information on their cattle. It also consisted of an in-depth look at the cattle feeding industry to introduce students to the intricacies of buying, managing and selling cattle through working with industry mentors. The program included instruction on topics pertaining to the cattle feeding industry by experts in the field from across the country. The program concluded with the students presenting their thoughts on management and profitability in feedlot operations.

Awards of \$1,500, \$1,000, and two \$500 prizes will be awarded to the top four participants and the placings will be announced the evening of the Prime Time Gala. The following individuals were selected as finalists and are listed in alphabetical order:

Colby Briggs – Madison, South Dakota
Jacob Rausch – Hoven, South Dakota
Liberty Thompson – Elkton, South Dakota
Trevor Johnson – Centerville, South Dakota

“Part of the goal of the Cattlemen's Foundation includes educational opportunities, not just through our scholarship program, but also to develop the next generation of feedlot managers and owners. In our state, as we look at continued rural development, cattle feeding can be a significant part of that if we have people who understand how to do it well and be a good steward and community partner,” said Ryan Eichler, President of the South Dakota Cattlemen's Foundation.

About the South Dakota Cattlemen's Foundation

The South Dakota Cattlemen's Foundation facilitates the generosity of the beef industry to educate and build trust with the state's consumers, ensuring the industry's long-term viability. The development of the Fed Cattle Challenge program is a part of our mission to support the youth that are sincerely interested in careers in the cattle industry.

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