OH Branded Beef – Frequently Asked Questions 2026

1. How do you apply for the program?

    a. Submit a written application (approximately 500 words) detailing why you should be chosen as a recipient. Applicants must include details of how they are prepared to take on such a project and what they are hoping to learn or get out of the experience.

2. Who can apply for the program?

    a. All youth ages 14-18 as of January 1, 2025.

3. When do applications open/close for the program?

    a. Applications open July 1, 2025, and close September 15, 2025.

4. When will applicants hear if they have been chosen for the program?

    a. October 1, 2025.

5. When will the steer projects be chosen and available to their new owner to take home?

    a. October 18, 2025.

6. Can the steer project be shown as a 4-H project?

    a. Yes, the steer can be a 4-H project, however, it obviously cannot be terminated and must remain in the ownership of the OH Youth Ambassador to be brought back to the Calgary Stampede Steer Classic show in July to be shown and sold at auction.

7. Can the steer project be shown at other jackpot steer shows?

    a. Yes (but it is not mandatory)

    b. Bonus points will be awarded for any extra shows that you attend.

8. Does the Calgary Stampede cover the costs associated with raising the steer? ie., insurance, feed, medical, etc.

    a. The Calgary Stampede will issue each OH Youth Ambassador a cheque for $1,500 to help cover the cost of feed.

b. If you wish to take out insurance or if your steer required medical treatment, this will be at your cost.

9. Some record keeping, reporting, project progress, and pictures will be required to be submitted to your sponsor/CS, which will contribute to your overall aggregate points.

10. An interview at the Calgary Stampede in July will contribute to your overall aggregate points.

11. Is there a feed program that needs to be followed?

    a. No specific feed program is expected to be followed. We just expect that the steer will be cared for and fed a healthy daily ration that will yield a respectable average daily gain to produce a finished weight on show day.

12. What kind of educational opportunities will be offered?

    a. We will be offering opportunities to talk with experts in the agriculture industry such as nutritionists, veterinarians, marketing specialists, etc.

13. What if something happens to the steer?

    a. If the steer dies, a vet certificate is required.

    b. If you do not return with the steer to the show/sale in 2026 to follow through with the program, you will owe the Calgary Stampede $2,500 to cover steer and feed costs. Unforeseen circumstances can be discussed, and final decisions will be made by the Calgary Stampede.

14. Are we required to return to the Calgary Stampede to show in the Steer Classic the following year?

    a. Yes. The OH Branded Beef program will have a separate class(es) preceding the Steer Classic Show (no entry fee required), but competitors are more than welcome to enter the Open Junior Steer Classic show on their own.

    b. Prize money and awards will be up for grabs in the OH Branded Beef Classes!

15. Is it mandatory to sell in the auction?

    a. Yes. This wraps up the program for the year as it is a terminal show and sale.

b. Details of how the sale of your steer will be marketed to your buyer will be discussed prior to the sale and may depend on the year.

16. Who gets the profit from the sale of the steer from the Auctioneer Competition Auction Sale?

    a. The OH Youth Ambassador will collect 80% of the proceeds from the sale of their steer and 20% of the funds will go back into the program.

       Example:

If Steer Sells For	**OH Ambassador Takes Home (80%)**	**Calgary Stampede Takes 20%**
$5,000	$4,000	$1,000
$6,000	$4,800	$1,200
$7,000	$5,600	$1,400
$8,000	$6,400	$1,600

***PLUS prize money, awards, and a fantastic experience!!!