



Beef Youth Council

Connecting Ohio's youth with the cattle industry



Ohio Cattlemen's Association
STOCKMANSHIP
Competition

HOW TO BUILD A WINNING STOCKMANSHIP PREPARED SPEECH

The prepared speaking contest is intended to help youth develop confidence, public speaking skills, and a deeper understanding of cattle and the beef industry. Through this contest, participants are encouraged to share knowledge, personal experiences, and perspectives while strengthening their ability to communicate effectively. This resource is provided to support participants as they prepare for the contest and is brought to you by the Ohio Beef Youth Council Leadership Team.

STEP 1: CHOOSING A TOPIC

Younger divisions should focus on cattle, including their care, behavior, and basic handling, as well as the beef industry, covering what it is, why it matters, and how youth can be involved.

Older divisions are encouraged to explore current issues in the beef industry, policies affecting cattle production and trends impacting beef producers and consumers.



TOPIC EXAMPLES


- How cattle are cared for everyday
- Why beef is important to families and communities
- What youth can learn from raising cattle
- Animal welfare and public perception
- Sustainability and environmental stewardship
- Beef industry advocacy and consumer trust



Scan for contest rubric
and more details!



GET IN TOUCH

 (614) 873-6736

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STEP 2 : THE SPEECH OUTLINE

Introduction (Hook the audience)

Begin your speech with a question, short story, or personal experience related to your topic. Introduce what you will be speaking about and explain why it is important to cattle or the beef industry. Show confidence and enthusiasm to capture the audience's attention.

Main Point #1: Explain Your Topic

Clearly explain your cattle or beef industry topic using your own words. Use accurate information to help the audience understand your message, and include an example or personal connection to make your topic relatable.

Main Point #2: Why it Matters

Explain how your topic impacts cattle care and animal well-being, producers, youth, or consumers, and the future of the beef industry. Help the audience understand why this topic is important, not just what it is.

Main Point #3: Application or Perspective

Younger divisions should explain how youth interact with cattle or the beef industry through daily care, shows, or learning experiences. Older divisions should discuss how the beef industry is responding to the issue, policy, or trend being addressed. Personal insight and real-life examples will strengthen your speech.

Conclusion (Finish Strong)


Restate your main message and summarize why your topic matters to cattle or the beef industry. End with a strong closing thought that leaves the audience with something to remember.

STEP 3: FOLLOWING THE PRESENTATION RUBRIC

Follow the judging rubric by keeping your speech organized, clear, and confident, making it sound like a speech, not a report. Stand tall, make eye contact, and use natural gestures. Use note cards only to cue points. Speak clearly with variety, know your topic, answer questions thoughtfully, and stay within the time limits: 4–6 minutes for Beginners and Juniors, 6–8 minutes for Intermediates and Seniors. Strong speakers are prepared, confident, and passionate about cattle and the beef industry.

GOOD LUCK TO ALL OUR PARTICIPANTS!

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