To give 4-H and FFA members an opportunity to learn about the cow/calf production part of the beef industry. The youth will learn to select a heifer calf that will mature into a productive cow. They will learn the importance of genetics in selecting a bull to mate with their heifer to produce a calf with the genetics they would like to build in their herd. In doing so also taking into consideration ease of birthing, breeding, etc. so that they are producing a good and