



Jefferson County
Meat Animal Project
Market Steer Record Book
2016-2017



Your Animal's Photo Here

Name: _____

Club or Chapter: _____

Address: _____

City: _____ State: _____ Zip: _____

Age: _____ Number of Years in Project: _____

Name of FFA Advisor or Project Leader: _____

I believe that the following information is correct. I have done the work in this project myself with help from my parents and/or leader.

Project Member's Signature: _____

Parent's Signature: _____

MAP Record Book Rules and Guidelines:

- Do not add to this book (pictures, news clippings, brochures, etc.). The MAP Record Book should include only the pages provided.
- Do not use page protectors.
- Do not place this Record Book in a binder or any type of cover. The Record Book should be turned in stapled in the left hand corner.
- If you weighed in more than one animal, or more than one species, this Record Book should reflect the expenses and income of the animal sold at the MAP sale. If you did not participate in the sale, choose one animal that you weighed in.
- Your MAP Record Book must be turned in by September 1, 2017. All sections must be filled out, including signatures. **If any sections are incomplete or signatures are missing the book will be considered incomplete.**

The follow sections make up this Record Book and must be completed:

1. Cover Page
2. Goal Setting
3. Market Steer Performance Summary
4. Monthly Feeding Record (Columns A-D are optional)
5. Feeding Report
6. Health Records
7. Other Expenses
8. Show Records
9. Financial Summary
10. Merchandising Summary
11. Reflecting Back on Your Goals

Formula for completing this book:

$$\text{Average Daily Gain (ADG)} = \frac{\text{Gain}}{\text{Days in the Feeding Period}}$$

Example: **600** pounds gains / **206** days = **2.91** ADG

$$\text{Feed Conversion} = \frac{\text{Total pounds of Feed}}{\text{Total Gain}}$$

Example: **5400** pounds of feed / **600** pounds gained = **9:1** pounds of feed for each pound gain

$$\text{Feed Cost / Pound of Gain} = \frac{\text{Total Feed Cost}}{\text{Gain}}$$

Example: Feed Cost **\$648** / **600** pounds gained = **1.08** (each pound of gain, feed cost \$1.08)

Goal Setting

A goal is a statement that reflects something you aim to accomplish within your project. Remember this is your Meat Animal Project Record Book. Please consider that your goals should be aimed at accomplishing something related to the Meat Animal Project. For example wanting to improve your showmanship skills may be something you want to do at the fair, but it is not directly related to the reason you are enrolled in a Meat Animal Project. Consider the project as a whole and work to write goals that look at the industry and the product you are looking to produce.

Your goals should reflect something you want to improve on or learn about. Without goals, it is almost impossible to move forward. Goals are set to help define the path that needs to be taken for success.

Well written goals follow a format. S.M.A.R.T. is one of the formats that can help you write an effective goal. S.M.A.R.T is an acronym that stands for five qualities your goals should have.

S=specific M=measurable A=achievable R= relevant T=timely

Write at least two S.M.A.R.T goal statements you have for your project this year:

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Market Steer Performance Summary

Date project was started	
Date project was closed	
Total days in the feeding period	213
Starting weight	
Ending weight	
Total gain (page 4)	
Total pounds of feed fed (page 4 – add hay and grain together)	
Total feed cost (page 4 – add hay and grain together)	
Feed cost/pound of gain	
Average daily gain	
Feed conversion rate	

(Use formulas on page 2)

Monthly Feeding Record

*You can estimate weight if you don't have a scale.

		E	F	G
Month	Days in Month	Pounds of Feed Fed Daily	Pounds of Feed Fed this Month	Pounds of Hay Fed this Month
Example November	30	20	600	60
December 31	21			
January	31			
February 28	28			
March	31			
April	30			
May	31			
June	30			
Fair Weight	11			
TOTALS				

Market Steer Health Record

Description (medicine, vet check, etc)	Cost
Total Costs	

Use on page 7

Other Expenses *(Other than feed and health practices)*

Item	Date	Cost
Equipment		
Bedding		
Grooming Supplies		
Entry Fees		
Trucking Fees		
Insurance		
Merchandising/Advertising		
Other		
Total Costs		

Use on page 7

Market Steer Show Record

Name and Place of Show/Fair	Animal ID	Date	Placing/Ribbon	Premiums
Total Value of Premiums Won				

Use on page 7

Financial Summary (fill out BOTH sections below)

A. Market Steer Value

This is the amount of money you would receive if you WERE NOT part of the MAP sale (selling to Equity, slaughter house, private sale, etc.)

Market Value

Market Value _____
(per pound value at fair x weight at fair = MV)
*per pound value can be obtained in the sale program or on the MAP website

Expenses

Cost of your project animal _____

Total feed costs (Page 4) _____

Health care costs (Page 5) _____

Total other expenses (Page 5) _____

Total Expenses _____

MAP Sale Profit or Loss _____
(Market Value – Total Expense)

B. MAP Sale Financial Summary Market Steer Value

This is the amount of money you made or lost after your participation in the MAP sale.

MAP Sale and Show Income

Market Value (above) _____

Over Market Bonus at MAP Sale _____
(price per pound at MAP sale – per pound value at fair) x weight at fair

Fair premiums won (Page 6) _____

Other _____

Total Income _____

Total Expenses From Above _____

MAP Sale Profit or Loss _____

Merchandising Summary

List any potential buyers contacted before your show/sale.

Describe any other methods used to sell/market your animal. _____

Who purchased your animal? _____

At what price? _____

Reflecting Back on Your Goals

Remember a MAP project takes place throughout an entire year, not just your county fair exhibit. Answer the questions below to tell us more about your MAP project year.

Review your goals on page 3 of this book. Did you accomplish your goal? Why or why not?

How did you achieve your goal? Or what challenged you from meeting your goal?

What might you do differently next time?

What future goals do you have in this project as a result?

What new knowledge or skills did you gain through this project, how did you “grow”?

MAP Record Book Score Sheet

Member Name: _____

Judging Scale:

**1 = needs improvement, 2 = minimally meets requirement, 3 = meets requirement,
4 = good example of work, 5 = exceptional example of work**

Two goal statements:	1	2	3	4	5
Records are complete:	1	2	3	4	5
Records appear accurate:	1	2	3	4	5
Reflecting back on your goals (3 boxes):	1	2	3	4	5
New Skills Learned (last box):	1	2	3	4	5
Neatness:	1	2	3	4	5

Total Score _____

Comments: