



March 25, 2020

To Whom It May Concern:

The National Collegiate Livestock Coaches' Association is comprised of professional teachers at universities with prominent agricultural programs across the nation. Members of our organization spend their time directly teaching and mentoring students in the art of livestock evaluation. Livestock judging programs provide the unique opportunity to develop critical-thinking, decision-making and communication skills, as well as develop personal character and leadership capabilities.

We feel developing these career-ready skills is not only important to secondary and collegiate students, but also professionals working in the livestock production industry. Educational and career development opportunities are incredibly vital to the success of our organization and is in fact the lifeblood of our programs and the future of the agricultural industry. We are constantly looking for new opportunities to prove to our stakeholders that the future workforce is being educated in the right fields and receiving the type of background and knowledge that will lead them to a valuable and meaningful career.

There is no doubt, the NCLCA Principles of Livestock Selection & Evaluation Certification delivers this opportunity for individuals of all educational and career backgrounds. In addition to promoting college- and career-readiness skills, the certification demonstrates individuals have a solid understanding of the livestock industry, specifically such as selection and evaluation criteria of livestock species; stages of animal growth and how they relate to market readiness; and marketing practices for livestock, meat and meat products.

The development of competent agricultural employees is extremely critical. Our population is growing, and we will have to do more with less. We must train workers to effectively manage production systems of domestic livestock, so the system as a whole can be more sustainable, and we can feed our growing population. Individuals earning this certification will be better prepared to be future leaders and innovators or our very important industry.

Sincerely,

Parker Henley
President



February 12, 2020

To Whom It May Concern:

I am writing this letter in support of the National Collegiate Livestock Coaches' Association Principles of Livestock Selection and Evaluation certification.

My name is Brooke Roberts, and I serve as the Director of Communication and Outreach for the Wisconsin Beef Council. Our organization is funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry.

This certification provides individuals the opportunity to showcase a holistic understanding of the animal science industry, ranging from vocabulary and regulations to anatomy and nutrition. Having this foundational knowledge of the industry is incredibly valuable no matter what facet of animal production the holder of the certification decides to pursue.

In addition to the value this certification provides to the individual, it is also incredibly beneficial to local businesses and organizations in the industry. Seeing this certification on a resumé shows that a candidate has a proven passion for animal production, and has put forth time and energy to acquire essential knowledge and skills relevant to the industry. This effort translates into individuals that are familiar with the terminology and procedures associated with animal production, and will require significantly less training and preparation.

This certification is an exciting resource for the agriculture industry, and we are eager to see more individuals take advantage of this opportunity to proof their grasp on animal production. We want to see the Elanco Fundamentals of Animal Science certification offered in Wisconsin because it will foster a new group of industry leaders.

Sincerely,

A handwritten signature in black ink that reads "Brooke Roberts".

Brooke Roberts
Director of Communication and Outreach
Wisconsin Beef Council





May 14, 2018

To Whom It May Concern:

I am writing this letter in support of the Livestock Selection & Evaluation Certification endorsed by the National Collegiate Livestock Coaches' Association.

I serve as a Ruminant Nutritionist on the Beef Strategic Technical Services team at Zoetis. Zoetis is the largest Animal Health Company in the World, with over 9,000 employees and over \$5 billion in annual revenue. I have been with Zoetis since 2016 and help support cattle customers in Texas, New Mexico, Oklahoma and Kansas. Prior to joining Zoetis, I was on faculty at Texas Tech University in a teaching and research capacity.

These two opportunities have allowed me to work with student in academia and the industry. Although high schools are producing good students, they are consistently becoming less and less educated about the agricultural industry. Currently, about 1.8% of the population is involved with production agriculture and they are feeding the other 98.2% of the population.

Students who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in this industry or in college. We live in a global market, and a student's ability to discover and analyze the growth and development of the livestock industry as a global commodity is crucial. As fewer students are directly involved with production agriculture, it is imperative that they understand the elements of a successful breeding programs, how to analyze EPD data and parent selection. These skills are crucial to the long-term success of the livestock industry.

Without this certification program, it would take years of experience to gather this knowledge in the industry. It is crucial that we are doing all we can to prepare our future employees to be successful from their first day on the job. As the population grows, the livestock industry will be under more pressure to meet the protein demands of our World. It is imperative we have a pipeline of skilled workers for current and future positions in the industry. A student that has earned the Livestock Selection & Evaluation Certification will be able to differentiate themselves based on the skills and knowledge acquired during these courses. As an employer, this certification is extremely valuable to help connect us to qualified candidates. This and other certification programs should be offered at all schools with courses in agriculture. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Bryan Bernhard". The signature is written in a cursive, slightly slanted style.

Bryan Bernhard, PhD
Nutritionist
Beef Strategic Technical Services
Zoetis



May 11, 2018

To Whom It May Concern:

I am writing this letter in support of the Livestock Selection & Evaluation Certification endorsed by the National Collegiate Livestock Coaches' Association. I am a former member of the South Plains College and Texas Tech University livestock judging teams. Fortunately, my teams were able to achieve a number of great successes, none more memorable than receiving the honor of 2011 National Champions while at Texas Tech. Additionally, I was named to the All-American livestock judging team in both junior and senior college. After the completion on my undergraduate education, I completed a M.S. and Ph.D. program in Animal Science with a focus in ruminant nutrition.

I currently serve as a consulting nutritionist for Purina Animal Nutrition, LLC. I represent a company that is well established as the leader in livestock nutrition. My primary responsibility is to provide technical support for the sale beef cattle products in West Texas, New Mexico, and Arizona. I have been blessed to work with some of the most prestigious ranching entities in the country to drive cattle performance with sound nutrition.

The skills that I developed while involved with livestock judging provided a foundation for success in my personal and professional life. There is no doubt, the Principles of Livestock Selection & Evaluation Certification, developed in collaboration with CEV Multimedia, provides tremendous opportunities for students. The curriculum promotes career-readiness skills and provides students with knowledge of the livestock industry. Students that utilize this tool develop the ability to select and evaluate livestock, understand the physiology of animal growth, and apply the concepts of "market readiness" to the food product industry.

The development of competent, career-ready agricultural students is imperative. With a world-wide focus on sustainable agricultural systems, we must equip students with the skills necessary to address the challenges ahead. We must train students to effectively evaluate and manage production systems of domestic livestock in order to promote a sustainable system that will feed our growing population. Students earning this certification will be well positioned to make an impact on production agriculture.

Sincerely,

Clay Burson

Clay Burson, PhD

Beef Cattle Consultant

Purina Animal Nutrition, LLC.

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Department of Animal & Food Science • 715-425-3771 • Fax 715-425-4486 • Arquimides.reyes@uwrf.edu

2/12/2020

To Whom It May Concern:

I am writing this letter in support of the National Collegiate Livestock Coaches' Association; Principles of Livestock Selection & Evaluation. As an assistant professor of beef production and meat science at the University of Wisconsin River Falls, I believe this certification will provide an individual with a specific training that will make them more desirable for the industry. I have been coaching livestock and carcass evaluation since I was a Master of Animal Science Student. Currently I am coaching a group of 20 students in livestock and carcass evaluation and feel that if my students would of have taken this certification, they would have been more competitive in the field.

I believe that an individual who earns this certification has demonstrated ownership of the subject and has increase their knowledge and skill allowing them to succeed in the agriculture industry. They have learned the necessary skills to assist the industry with problems associated with livestock selection. This certification will train an individual with in-depth knowledge of livestock production practices and allowed them to assist the industry in sustainability.

It is imperative we have a bank of skill individual that are ready to answer the call of our livestock industry. Our industry is lacking qualify work force. The opportunities provided by this certification will provide our industry with tremendous advantage in training. In addition, this certification will provide individual with faster opportunities of advancements.

This certification is what our industry has been looking for to increase the numbers of qualify employees. The biggest problem with hiring is that experience is always required, and this certification will provide a portion of that training.

An individual who has earned the National Collegiate Livestock Coaches' Association; Principles of Livestock Selection & Evaluation issued by a nationally recognized, industry-leading organization, has proven they are more qualified for employment in the industry and as competitors in the collegiate level, than an applicant without the certification. In addition, this certification is extremely valuable to employers it helps them connect with more qualified candidates.

Sincerely,

Arquimides A. Reyes, PhD, PAS

Assistant Professor – Beef Production & Meat Science

Department of Animal & Food Science

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Email: arquimides.reyes@uwrf.edu

May 9, 2018

To Whom It May Concern:

I am writing this letter in support of NCLCA Principles of Livestock Selection and Evaluation Certification endorsed by NCLCA.

For the last 26 years I have been a cattle buyer for Cargill Animal Protein. Cargill is a worldwide agricultural commodity company that maintains a substantial market share of the fresh beef business in the United States. In my role I oversee the purchasing, contracting and harvest scheduling of up to 500,000 cattle annually. To best determine the value and market readiness of these cattle requires an in depth knowledge of bovine breeds, their stages of development, how to evaluate the differences in muscle and fat composition of a live animal and how that translates into current market premiums and discounts.

Students who earn a certification in Livestock Selection and Evaluation will have demonstrated that they understand the livestock production system, the basic anatomy of livestock and how to evaluate live animals to predict carcass quality and value. More importantly, students will develop critical thinking skills and the communication competence necessary to explain their determinations. Any student that has this certification will have a tremendous advantage in their education and when they enter the workforce.

Fewer and fewer young people are being raised in an agricultural setting, while a greater number of our citizens are depending on them to produce the food they want and need. Students with a certification exhibiting the base knowledge of livestock selection and evaluation will be more marketable and have greater employment and educational options than those with no certification.

The agricultural industry of today is constantly being challenged to efficiently produce protein with limited resources to feed a rapidly growing world population. That is not an easy task. However, learning meat animal production and evaluation will help eliminate inefficiencies in the production system to lower costs and make animal protein more affordable to a hungry world. Therefore, I urge you to consider a certification in Principles of Livestock Selection and Evaluation.

Sincerely,

Rick Vogel

Cattle Buyer, Cargill Animal Protein



SAN ANTONIO LIVESTOCK EXPOSITION, INC.

"A Volunteer Organization that Emphasizes Agriculture and Education to Develop The Youth of Texas."

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Thursday, May 10, 2018

To Whom It May Concern,

The San Antonio Stock Show & Rodeo is a volunteer organization emphasizing agriculture and education. Since the inception of our show, we have provided over \$186 million to the youth of Texas in the form of scholarships, grants, endowments, auctions, calf scramble, and show premiums.

Our event is home to some of the largest and most prestigious livestock shows in the country. This can make it challenging to find individuals with the necessary qualifications to serve as a livestock judge. An exceptional livestock judge must possess the ability to identify, analyze and compare animals and be able to effectively explain his/her reasoning to the crowd. Due to the size of our event, it is imperative that a livestock judge be able to make rational decisions in a timely fashion so that each of our exhibitors receives a fair look in the show ring.

There is no doubt that a student who has earned the Livestock Selection & Evaluation Principles Certification from a nationally recognized association such as the NCLCA would have the necessary foundation to potentially serve as a livestock judge in the future. Certifications such as this are sure to pay dividends for students as they begin to make their mark on the industry.

Sincerely,

Brady Ragland
Livestock Director
San Antonio Livestock Exposition, Inc.



TEXAS TECH UNIVERSITY

Department of Animal and Food Sciences

May 10, 2018

To Whom it May Concern:

I am writing this letter in support of the NCLCA Principles of Livestock Selection and Evaluation endorsed by the National Collegiate Livestock Coaches Association.

I am an Associate Professor in the Department of Animal & Food Sciences at Texas Tech University. Since 2002, I have coached hundreds of students at the collegiate level and led teams to a record setting nine National Championships. I have consulted for livestock operations across 30 states and internationally. Students which compete in livestock judging are better equipped to effectively manage livestock operations which is critical for us to sustain protein production for a continuously expanding global population. Likewise, it serves as a model to cultivate critical analytical thinking skills imperative for any trade.

Students who earn this certification have demonstrated that they have a mastery of concepts vital to succeeding in this field. A sampling of the skills learned thru this certification include:

- Evaluate the marketing practices for livestock, meat, and meat products.
- Identify and analyze livestock breeds, their inherent strengths, and their origin.
- Identify, analyze, and compare external anatomy of domesticated livestock species.
- Assess the stages of animal growth and relate this to their market readiness and carcass merit potential.
- Understand the selection priorities necessary to logically rank breeding livestock in order to precisely accelerate the genetic progress of an animal breeding program.

In my own experience, the key to training students to be proficient in livestock selection is based upon the total amount of experience a student can accumulate. A student which has earned the NCLCA Principles of Livestock Selection and Evaluation certification at the high school level will have a foundation of knowledge which will set them up for success. Moreover, they will be better prepared to study the field of Animal Science. I strongly recommend and seek out students that have this certification.

Sincerely,

Ryan Rathmann, Ph.D.
Associate Professor
John W. & Doris Jones Professorship Holder
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May 10, 2018

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To Whom It May Concern:

As CEO of Workforce Solutions South Plains, I am always seeking partnerships and organizations with the likeminded vision of a trained and educated workforce that is able to support themselves and their families. CEV Multimedia's twelve professional certifications offered in school districts in the South Plains area is aligned with our shared vision of the South Plains future workforce. A skilled workforce pipeline that begins with our youth is vital to our region's future economic prosperity. I believe that each of the twelve certifications CEV Multimedia offers provides our youth with valuable skills that translate directly to their future career success. For this reason, I respectfully encourage you to consider TEA recognition of each of CEV Multimedia's certifications. Workforce Solutions South Plains proudly supports our youth and advocates for their career success and for the economic prosperity of the South Plains region.

Thank you in advance for your support of this project and for helping youth across Texas reach their career goals!

Sincerely,

Martin Aguirre,
Chief Executive Officer,
Workforce Solutions South Plains