



Terms & Conditions

1. RULES

1.1 REGISTRATIONS

- Registrations must be made directly on the event platform through the "STyle" App on your mobile phone. It is mandatory to upload the supporting documents of ownership and registration of the animal in image format (jpeg) in addition to the basic data filled out according to the registration form;
- All videos and photos will be captured on the event platform using the "STyle" App, they cannot be edited to alter the animals' natural appearance;
- The registration period of the animals will be from October 5 to November 3, 2020, and each breeder may register a limit of up to 12 animals per breed;
- As in any normal exhibition, animals must be prepared per the basic rules of the Code of Ethics and Animal Welfare, which must be read and accepted upon registration; view section 5
- Animals with inconsistent identification, with photos or videos in disagreement with what is established, with consistent evidence of inadequate preparation or even with irregular image editing will not be allowed to compete in the show.

1.2 DOCUMENTS, DATA AND MATERIALS FOR REGISTRATION

- Files downloaded or generated in real-time can be viewed, changed, and deleted before finalizing the individual submission. After the submission is finished, it cannot be deleted or changed.
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- **Documents**

- o Updated Registration Paper

• **Registration Data**

1. Registered Name
2. Animal's registration number
3. Breed
4. Class
5. Farm
6. Farm Address
7. Owner(s)

• **Entry Materials**

o Photos (4 mandatory photos for heifers / 7 mandatory for cows):

1. Photo 1 – right side view;
2. Photo 2 – left side view;
3. Photo 3 – rear view
4. Photo 4 – front view;
5. Photo 4 (cows) – right fore udder;
6. Photo 5 (cows) – left fore udder;
7. Photo 6 (cows) – rear udder.

o Videos (4 mandatory videos for heifers and cows):

1. Video 1 – full walk left side view (10s)
2. Video 2 – full walk right side view (10s)
3. Video 3 – front view video (10s);
4. Video 4 – rear view video (10s)

1.3 GENERAL RULES

- Each entry will participate in their respective class within each breeds show, according to the class categories of World Dairy Expo (see item 2 description below);
- All registered animals will be judged by a pre-selected committee appointed by the event organization;
- In the period from November 3 - 24, 2020 the judges will select their first round of entries, the committee will select the entries that will compete in the final round of each class within each breed;
- Between November 30 – December 2, 2020, the two designated judges will make their final decision of the animals, describing their placings and giving their reasons.

1.4 ANIMALS PRE-SELECTION

- After being evaluated by all the judges, the videos and photos of the animals with the approved registrations can be edited by the event's organizing committee to standardize the event's dissemination and transmission;
- In the first phase of the class decisions, the judging committee will have access to the material sent and approved by the organizing committee, placing all animals in ascending order for each class;

1.5 FINAL JUDGEMENT OF ANIMALS

- The final decision for each class in the respective breeds will be made between November 30 and December 2, 2020, according to the details below;
 - o Class decisions will be made by a judge, assisted by an assistant judge;
 - o The judges of each breed will be appointed according to criteria established by the event's organization;
- The disclosure of the final placings will be live broadcast on STgen web platform and other digital platforms, final placings will be disclosed to exhibitors via email as well;
- At the time of the final selection, the judges will make comments on all pre-selected animals and - at the end - will give reasons on the top 3 in each category;
- The championships to be played in each breed will be: Junior, Intermediate, Senior and Grand Champion;
- Shortly after the Holstein cattle show, the judges will select the Supreme and Reserve Supreme Champion of all breeds;
- The final selections will be broadcasted live after selections are made

2. PROGRAMMING

Oct 5 – Nov 2	Animals registrations
Nov 3 – Nov 24	Animals pre-selection
Nov 25	Finalist Announced
Nov 30	Milking Shorthorns Show Ayrshire Show Guernsey Show Brown Swiss Show
Dec 1	Jersey Show Red and White Show
Dec 2	Holstein Show

3. CATEGORIES

3.1 HEIFERS

- Spring Heifer Calf (Born 03/01/2020 - 05/31/2020)
- Winter Heifer Calf (Born 12/01/2019 - 02/28/2020)
- Fall Heifer Calf (Born 09/01/2019 - 11/30/2019)
- Summer Yearling Heifer (Born 06/01/2019 - 08/31/2019)
- Spring Yearling Heifer (Born 03/01/2019 - 05/31/2019)
- Winter Yearling Heifer (Born 12/01/2018 - 02/28/2019)
- Fall Yearling Heifer (Born 09/01/2018 - 11/30/2018)

3.2 COWS

- Yearling Heifer in Milk (Born 09/01/2018 - 01/31/2019)
- Junior Two-Year-Old Cow (Born 03/01/2018 - 08/31/2018)
- Senior Two-Year-Old Cow (Born 09/01/2017 - 02/28/2018)
- Junior Three-Year-Old Cow (Born 03/01/2017 - 08/31/2017)
- Senior Three-Year-Old Cow (Born 09/01/2016 - 02/29/2017)
- Four-Year-Old Cow (Born 09/01/2015 - 08/31/2016)
- Five-Year-Old Cow (Born 09/01/2014 - 08/31/2015)
- Six-Year-Old & Older Cow (Born before 08/31/2014)

4. JUDGES

- Judges of each show designated as a National Holstein Show, International Holstein Show, or Junior Holstein Show by Holstein Association USA must;
 - o Follow the criteria to be used in evaluating and placing dairy cattle in the show ring. Additionally, they shall be aware of practices or procedures considered unethical as well as those that detract from the image of the show and give slight to serious discrimination in placing those animals within their class or disqualification when appropriate.
- Only accept judging assignments with respect to the following;
 - o Official judges agree not to have animals owned by them (solely or in partnership) exhibited at that show.

5. THE PUREBRED DAIRY CATTLE ASSOCIATION SHOW RING CODE OF ETHICS

Source; http://www.holsteinusa.com/pdf/print_material/show_program.pdf

- The showing of registered dairy cattle stimulates and sustains interest in the breeding of registered dairy cattle. It is also an important part of the promotion, merchandising and breeding program of many breeders. For these reasons, the Purebred Dairy Cattle Association (PDCA) believes that it is in the best interest of all breeders of registered dairy cattle to maintain a reputation of integrity in dairy cattle shows and to present a wholesome and progressive image of dairy cattle in the show ring.
- PDCA endorses this Show Ring Code of Ethics for all dairy breed shows and pledges its full cooperative support for its enforcement to show management, show judges, and the national breed associations.
- The application of this Code of Ethics provides for absolute responsibility for an animal's condition by an owner, exhibitor, fitter or participant whether or not he or she was actually instrumental in or had actual knowledge of the treatment of the animal in contravention of this Code of Ethics. Dairy cattle exhibitors shall, at all times, deport themselves with honesty and good sportsmanship.
- It is recognized that there are certain practices in the proper care and management of dairy cattle that are necessary in the course of moving dairy cattle to and between shows that are advisable to keep them in a sound, healthy state so they might be presented in the show ring in a natural, normal condition. At all times, exhibition livestock shall be treated in a humane manner and in accordance with dairy quality assurance practices so as to protect the health, safety and welfare of the livestock and the consuming public. No person shall present for exhibition or exhibit an animal which he or she knows, or has reason to suspect, is affected with or has been exposed to a dangerously contagious or infectious disease, or illegal or nonapproved use of drugs, medication and/or prohibited substance, or residue.
- The position of the Purebred Dairy Cattle Association is that all animals presented for exhibition shall be in their natural conformation and structure, free of any alteration or modification by injection or internal or external administration of any substance or by any involvement in unethical fitting.

5.3 EXHIBITOR RESPONSIBILITY

- The act of entering an animal in a livestock show is the giving of consent by the owner, exhibitor, fitter and/or absolutely responsible person (hereinafter referred to as "Exhibitor") for show management to obtain any specimens of urine, saliva, blood, milk, or other substances from the animal to be used in testing. Materials may also be collected by ultrasound and photographic methods and by direct examination of animal.

- The act of entering an animal is the giving of consent by the owner, exhibitor, fitter and/or absolutely responsible person (the "Exhibitor") to have disciplinary action for violation of this Show Ring Code of Ethics taken by show management, the state in which the show occurs, and/or the national dairy breed association without recourse.

5.4 SHOW ETHICS COMMITTEE

- Each show should have an Ethics Committee. The make-up of this committee should include official breed representatives, representative(s) of show management (e.g., dairy cattle show superintendent, General Manager), the official show veterinarian, and Extension representative.
- The Ethics Committee will be responsible for monitoring violations of the Show Ring Code of Ethics. The Ethics Committee will investigate the report of any violation and determine the accuracy of the allegation. The Ethics Committee will have the authority to inspect animals and related material to determine if violations have occurred.

5.5 VIOLATIONS: REPORTING AND INVESTIGATION

- Complaints of alleged violations can be reported to the breed superintendent, the show superintendent, show management, and/or the Ethics Committee.

BEFORE AN ANIMAL IS SHOWN

- If the Ethics Committee suspects that a violation of the Show Ring Code of Ethics will occur if the animal is shown, and that violation is reasonably well established before the animal is shown, the Ethics Committee will submit a report to show management.
- Show management will discuss the violation with the Exhibitor:
 - 1.If, at the Exhibitor's discretion, the animal in question is not shown, no violation will have occurred.
 2. If the Exhibitor wishes to challenge that a violation occurred, he/she/they will have opportunity to appeal to the Ethics Committee. If its decision is not changed, the Exhibitor will be denied opportunity to exhibit the animal in question.

5.6 DURING AND AFTER AN ANIMAL IS SHOWN

- All animals are subject to examination during judging. The judge and Ethics Committee are instructed to examine the top five (5) animals in each class closely for violations of the Show Ring Code of Ethics.
- If an animal is exhibited and a violation of the Show Ring Code of Ethics is subsequently suspected, investigated, and determined to have occurred, the violation will be reported to the Ethics Committee and show management for action. The Exhibitor will be notified of the violation and the supporting evidence and invited to defend or explain the allegations.
- Violations are subject to the disciplinary provisions of show management, the state in which the show occurs, and the national dairy breed association. Sanctions may include any one, or combination of the following:

- forfeiture or return of awards, prizes, premiums or proceeds;
- written letter of reprimand to the owner, exhibitor, fitter and/or absolutely responsible person (the "Exhibitor");
- disqualification of the exhibition livestock from an exhibition;
- disqualification of the Exhibitor from the show;
- publication of offense.

Disqualification may include any or all shows and classes and may be for any number of years.

6. PROMOTIONAL MATERIAL

- STgenetics® has the right to use any and all material submitted in the STyle Dairy Championship App for promotional, show and marketing needs;
- Including but not limited to;
 1. Video creation
 2. Social Media use
 3. Print marketing
 4. Email marketing
 5. Sire promotion