



## A look back at 25 years of success!

Year	# of Steers	\$ Taken In	Judges Choice/ Sponsor	Judges Choice/ Show Person	Judges Choice/ Buyer	Sales Price
1983	24	\$22,423	Production Credit Associations Of Iowa	Allison & Eric Branstad	Patterson Supply Company	\$1,359
1984	16	\$22,825	Iowa Charolais Breeders Association	Mark Pearson, WHO Radio	Kinze Manufacturing	\$2,250
1985	20	\$31,035	Iowa Bankers Association	Robert Ray, Life Investors Insurance	Life Investors Insurance Co.	\$4,100
1986	20	\$37,520	IBIC & ICA	Terry Branstad, Governor of Iowa	Des Moines McDonald's	\$6,200
1987	19	\$35,920	IBIC & ICA	Terry Branstad, Governor of Iowa	McDonald's of Coralville / Iowa City	\$4,300
1988	20	\$52,600	The Des Moines Register	Don Muhm, Des Moines Register	McDonald's Restaurants of Greater Des Moines	\$7,750
1989	20	\$42,625	Syntex Animal Health	Gordon Eaton, President, ISU	Monfort, Inc. Ken Nickless	\$3,300
1990	16	\$43,296	RoSCREEN Company	Senator Charles Grassley	Monfort, Inc. Ken Nickless	\$3,750
1991	13	\$41,400	Syntex Animal Health	Martin Jischke, President, ISU	Monfort of Des Moines	\$7,400
1992	16	\$51,335	Central Iowa Power Cooperative	Senator Charles Grassley	McDonald's of Iowa City/Coralville/Williamsburg	\$8,000
1993	19	\$44,800	Microbial Genetics Div, Pioneer Hi-Bred	Terry Allen - UNI Football Coach	Microbial Genetics Div, Pioneer Hi-Bred	\$4,250
1994	17	\$52,450	Microbial Genetics Div, Pioneer Hi-Bred	Chris Ritrivei, Athletic Dir., UNI	Prima Corporation	\$5,500
1995	19	\$40,900	Pioneer Hi-Bred International	Chuck Johnson, Pres, Pioneer Hi-Bred	Pioneer Hi-Bred, International - Dave Knau	\$3,250
1996	23	\$38,100	Central Iowa Power Cooperative	Representative Ron Corbett	Featherlite, Inc, Patsy Clement	\$2,000
1997	19	\$67,550	IGF Insurance	Mark Pearson, WHO Radio	IBR, Inc	\$6,500
1998	24	\$124,675	IBIC & ICA	Terry Branstad, Governor of Iowa	Dorothy O'Brien	\$11,500
1999	30	\$66,400	The Des Moines Register	Barbara Henry, President & Publisher	Dunlap Livestock	\$3,000
2000	25	\$67,950	IBIC & ICA	Governor Thomas Vilsack	Excel, Inc. & Iowa Cattlemen's Association	\$5,500
2001	22	\$65,200	Dee Zee	Richard Johnson, State Auditor	Friends of Dee Zee	\$8,500
2002	26	\$66,400	IBIC & ICA	Governor Thomas Vilsack	Featherlite	\$4,500
2003	25	\$102,950	Dunlap Livestock Auction	Jon Schaben	Jim & Ruth Schaben	\$11,000
2004	26	\$93,250	Iowa Maine-Anjou Friends of Bret Golightly	Carolyn Nicholas, Miss Iowa	Ritchie Industries	\$4,700
2005	23	\$71,550	Iowa Farm Bureau Federation	Bernie Saggau, ISHAA	Iowa Farm Bureau, District 5	\$8,000
2006	26	\$95,500	Land O' Lakes	Morgan Bromgren, VP, IHSRA	Jim and Karen Baker, McDonalds Restaurant	\$5,000
2007	26	\$119,394	Dee Zee Manufacturing	Sandy Hatfield Clubb, Drake	Friends of Dee Zee	\$9,000

### A Quality Effort for a Quality Cause

Twenty-six years ago, the Iowa Beef Industry Council and the Iowa Cattlemen's Association joined forces with Former Governor Terry Branstad and organized the Governor's Charity Steer Show. At the Governor's request, the designated charity for the first-time event was the Ronald McDonald Houses of Iowa. Houses are now located in Des Moines, Iowa City and Sioux City. These facilities house the family members of seriously ill children being treated in area hospitals. Today, the proceeds from the sale of one steer will benefit the Iowa State Fair Blue Ribbon Foundation, which is working to rebuild the Fairgrounds.

The Governor and approximately 20 other celebrities took part in the showing competition that first year, after which their steers were sold at auction. The actual fundraising takes place during this auction.

Governor Chet Culver generously opted to continue the tradition and host this event. He says he's excited about hosting the show, which will support two important causes with which he associates — children and high quality Iowa food products.

The first Charity Steer Show and the next 24 events have raised more than \$1.4 million for charity. We look forward to another top-notch event.

### A Recap of the 2007 Show and Sale

The 25<sup>th</sup> annual Governor's Charity Steer Show raised \$119,394 last year, of which \$116,894 went to the Ronald McDonald Houses of Iowa and \$2,500 for the Iowa State Fair Blue Ribbon Foundation.

The judge for last year's show was Dr. Brad Skarr from the Iowa State University Animal Science Department. The judge selected the steer "Kool Wave Too," shown by Sandy Hatfield Clubb, Drake University, for overall grand champion honors. Dee Zee Manufacturing sponsored Sandy's steers. Friends of Dee Zee Manufacturing, purchased the steer at the auction for \$9,000. Devon Fraker of Brooklyn owned the steer.

Amanda Eason, Miss Rodeo Iowa 2007, was selected by the crowd for the title of "People's Choice." Eason's steer, "Chopper," was sponsored by the Iowa Farm Bureau Federation and purchased by the Iowa Farm Bureau Federation District 5 and 8 for \$4,800. Kelsey Ford of Milo raised the steer.

Jamie Pollard, Iowa State University Athletic Director, earned the Showmanship Award. He was selected by special showmanship judge Former Governor Terry Branstad. Pollard's steer, "Frank the Tank," was sponsored by the Benton County Cattlemen and local support and was purchased by Benton County Cattlemen and local support for \$6,400. Tyler Krug of New Hall raised the steer.

## Iowa's Beef Cattle Industry

Iowa's beef cattle industry adds more than \$5.1 billion to Iowa's economy, including \$400 million in personal income through 50,000 cattle industry jobs in the state. Cattle feeding in Iowa also adds 5 to 7 cents per bushel to the price of Iowa's corn crop. Since every 100,000 head increase in Iowa's cattle numbers means 1,609 more jobs for Iowans, the cattle industry can play a vital role in Iowa's rural economic development.

Iowa's cattle industry also contributes to environmental quality and responsible resource use of Iowa's more than 4 million acres of grassland. Most of these acres are too hilly for conventional crop farming. But cattle are a renewable resource which use another renewable resource, grass, to produce a high quality protein for human consumption and hundreds of indispensable by-products. Cattle on Iowa's grasslands keep those acres from being plowed and planted to row crops, saving soil and protecting water supplies.

## Quick Facts About Beef

- Beef is 27 percent leaner today than it was in 1986, as purchased at the store.
- Keep an eye out for the skinniest six cuts of beef: eye of round, top round, round tip, sirloin, top loin and tenderloin. They're all under 180 calories per 3 ounce serving.
- For low calorie meals, start with extra lean beef and grill or broil.
- Beef tops the list when it comes to iron. The iron found in beef is heme iron, which is five to 10 times more easily absorbed than non-heme iron.
- Zinc is a vital mineral that works with more than 70 enzymes in our body and helps our immune systems. Beef is among the richest suppliers.

For more information on beef, contact:

Iowa Beef Industry Council  
P.O. Box 451, Ames, IA 50010  
515-296-2305  
www.iabeef.org

Iowa Cattlemen's Association  
P.O. Box 1490, Ames, IA 50014  
515-296-2266  
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## Twenty-Sixth Annual Governor's Charity Steer Show

for the Ronald McDonald Houses of Iowa

Saturday, August 9, 2008 • 4:00 p.m.

Pioneer Livestock Pavilion, Iowa State Fair  
auction to follow in Penningroth Center

