



September 2023

Livestock Department Updates

NWSS Livestock Media,

You will continually receive the most up-to-date information from the National Western and your involvement is crucial to the future of our industry in the state. We want to share with you updates regarding the 2024 National Western Stock Show

Stockmen in the Stockyards: National Western focuses on the Commercial Cattlemen in the Yards

[Denver] – Beginning in 1899, the exhibition of Range Cattle began at what is now known as the National Western Stock Show (NWSS). Commercial Cattle have been a driving factor of the Show, and in recent years, the Commercial Heifer Show has been absent. This January, we are proud to be bringing the Commercial Heifer Show and Sale back to the forefront kicking off the 118th NWSS.

The newly named "Stockmen in the Stockyards" weekend will focus on the Commercial Cattle Industry with a little education, a lot of entertainment, a replacement heifer show and sale combined with the opportunity for some healthy competition among the guests. Cattlemen are invited to take part in this

outstanding commercially focused event. Beginning Saturday, January 6th Commercial Replacement quality females will be on display, the Stockyard Stroll will host Ag and Cattle industry businesses on display, family entertainment, a heifer pen show, live sale, video sale and much more. Interested in competing with your fellow cattlemen attending? Take part in the Stockmen Sort presenting guests with the opportunity to sort the cattle entered in the show and see if they can match that of the professional judges. Sunday, January 7th will begin with Coffee and Conversation in the Stockyards Saloon, the Heifer Pen show followed by the Commercial Female Live sale and video sale.

Not only will the Commercial Heifer sale include live lots from the heifer pens shown, but will be followed by video lots of replacement quality open and bred heifers. Historically, the commercial heifer sales have been conducted through separate platforms, limiting both the reach and the variety available to buyers and sellers. This new initiative seeks to revolutionize the industry by consolidating the strengths of several esteemed online auction companies. Participants can expect a diverse array of high-quality replacement females representing legendary cattle operation from across the country, managed by Allied Genetic Resources.

“The roots of the National Western are the Commercial Cattlemen; Commercial Cattle are the backbone of the Beef industry. Kicking off the 2024 event with a focused event for the commercial cattle producers is simply the right thing to do!” says NWSS Director of Livestock Operations, Jennifer Boka. The entire NWSS team is excited to revive the Commercial Cattle focus and continue to embrace Denver as a Colorado Cowtown. In efforts to make the event cattlemen friendly, the NWSS will be offering a host hotel and other initiatives to make navigating Denver and the NWSS easier for our Commercial Cattle visitors. Cattlemen are sure to gain profit through sourcing great genetics, networking, education, competition and enjoying a family event.

Details of the event:

- **Date:** 1/6/24 to 1/7/24
- **Time:** 8 a.m. to 7 p.m. Daily
- **Livestock Categories:** Commercial Cattle, Shows, Sales
- **Event Website:** www.nationalwestern.com
- **Contact:** Jennifer C. Boka 970-270-4019

Industry professionals, livestock enthusiasts, and the general public are all invited to participate in this landmark event. To stay updated on event details, access the catalog of available livestock shows, and learn more about the participating auction companies, please visit www.nationalwestern.com.

For media inquiries, interviews, or further information, please contact:

Jennifer Boka, Director of Livestock Operations, National Western Stock Show jboka@nationalwestern.com 970-270-4019



Important Dates

- 2024 National Western Stock Show – January 6-21, 2024
- Cattle Entries Open October 1 – November 20- with no late fees.



Livestock Department | National Western Stock Show

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Visit our [website](#)

In the past you provided your email address to the National Western Stock Show as part of an application, entry or interest form for the Horse Show. Occasionally, you will receive brief updates and announcements exclusively for applicants, exhibitors, owners, trainers, competitors, contestants and agents regarding the Horse Show Department. If you no longer want to receive these updates, please reply to this email with your unsubscribe request.