

Record Book Essay Prompts Products and Marketing 2025

Beef and Steer:

Junior: Explain what the “Beef Checkoff” is. What is its purpose? How did it come about?

Intermediate: Explain how the beef industry promotes their products. Be sure to give examples and details.

Senior: What organizations play a role in educating the public about the beef industry? Explain what they are doing.

Swine:

Junior: Explain what the “Pork Checkoff” is. What is its purpose? How did it come about?

Intermediate: Explain how the pork industry promotes their products. Be sure to give examples and details.

Senior: What organizations play a role in educating the public about the swine industry? Explain what they are doing.

Sheep:

Junior: Explain what the “American Lamb Checkoff” is. What is its purpose? How did it come about?

Intermediate: Explain how the lamb industry promotes their products. Be sure to give examples and details.

Senior: What organizations play a role in educating the public about the sheep industry? Explain what they are doing.

Goat:

Junior: Explain what a “Check off” program is. What is its purpose? How did it come about?

Intermediate: Research to find states who have a “Check off” for goats. How does that check off help other states?

Senior: What organizations play a role in educating the public about the goat industry? Explain what they are doing.

Rabbit:

Junior: Although most people consider rabbits to be pets, what products do we get from rabbits? Give examples of breeds that would be used for the production of each of those products.

Intermediate: Explain how rabbit meat compares to other common meats found in the grocery store. What could be done to educate the public about your findings?

Senior: Explain the quality standards that USDA has set for grading rabbit carcasses.

Dairy:

Junior: Explain what the “Dairy Checkoff” is. What is its purpose? How did it come about?

Intermediate: Explain how the dairy industry promotes their products. Be sure to give examples and details.

Senior: What organizations play a role in educating the public about the dairy industry? Explain what they are doing.

Poultry:

Junior: Explain the different types of poultry operations that are found in the US. Give details for each.

Intermediate: Explain the role of the U.S. Poultry and Egg Association. How can their role help you as a poultry producer?

Senior: Does the U.S. Poultry and Egg Association provide any educational opportunities to help the general public learn more about the poultry industry? Explain what they do. Give details.

Llama:

Junior: Describe how to evaluate the fleece of your llama. Use specific terminology that a judge would use to describe fleece.

Intermediate: Compare and contrast the Llama fleece and Alpaca fleece. What would each be used for?

Senior: Explain the steps in harvesting the fleece from your animal. What characteristics are you looking for in the fleece? Why are these characteristics important to know?

Dog:

Junior: Pretend you are choosing a new dog to bring home for your family. What kind of dog would you choose and why? Talk about the steps you should take in making your choice.

Intermediate: The litter of puppies is ready to go to their new homes. What are the steps that you will go through to find each puppy a safe new home? Make sure to include some of the questions you might ask the potential new owner.

Senior: Pretend you are a breeder preparing to start breeding your female dog. Tell us what breed of dog you are breeding and what steps should be taken to determine if your dog should be bred and have puppies. For example, what are characteristics that conform to the breed standards, and what characteristics do not? What special testing needs to be completed for your breed to ensure as much as possible that the puppies will grow up healthy?