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The Twenty-Thirty Sale

Select judging titles. Offer expires 8/31/12. Cannot be combined with other offers.



The Twenty-Thirty Sale



LIMITED TIME! OFFER ENDS 8/31/2012

Offer applies to titles in this brochure only and expires 8/31/12. Cannot be combined with other offers.

Buy any two judging titles, and receive them at 20% off.

Buy any three judging titles, and receive them at 30% off.

poultry

Featuring Jason Lee, Ph.D.

Department of Poultry Science, Texas A&M University

Coach of nine National Champion Collegiate Poultry Judging Teams

These training DVDs are designed to prepare students to be competitive in poultry judging contests. Dr. Jason Lee, Assistant Professor of Poultry Science at Texas A&M University, provides valuable instruction with the lessons Evaluating Ready-to-Cook Turkeys & Broilers, ID of Poultry Parts & Further Processed Poultry Meat Products Evaluation, Poultry Judging: Broiler-Breeder Evaluation, Poultry Judging: Evaluation of Live Egg-Type Hens, Introduction to Poultry Judging, and Egg Grading.

Dr. Lee has coached nine National Champion Collegiate Poultry Judging Teams at Texas A&M University. His teams have included the high individual at seven of these national contests.

Poultry Judging: Broiler Breeder Evaluation - DVD

The factors for "keeping" and "culling" broiler breeders are discussed along with the proper techniques for evaluating body conformation and muscling, various deformities found in a contest and the proper method of handling and evaluating a bird in its cage. The key parts of a broiler breeder will also be shown. A class of eight broiler breeder females is evaluated and oral reasons for keeping and culling each bird will be provided. Collaborator: Dr. Jason Lee, Assistant Professor of Poultry Science at Texas A&M University. 29 min. CEV80187C | \$99



Poultry Judging: Evaluation of Live Egg-Type Hens - DVD

The evaluation of live egg-type hens is an important part of the poultry industry. In this presentation, the various parts of an egg-type hen will be shown and discussed. A class of past production hens will be shown and evaluated and a set of oral reasons will be given. Valuable tips will be provided to help students perform better at contests and increase their chances of being on a winning poultry judging team. Collaborator: Dr. Jason Lee, Assistant Professor of Poultry Science at Texas A&M University. 18 min. CEV80200C | \$99



Egg Grading - DVD

This DVD provides valuable instruction on grading both interior and exterior egg quality and explains the written factors for egg exterior quality. 24 min.
CEV80196C | \$99

ID of Poultry Parts & Further Processed Poultry Meat Products Evaluation - DVD

This DVD provides valuable instruction on the identification of poultry parts and further processed poultry meat products commonly found in a contest. Both internal and external views of poultry parts are shown. 25 min.
CEV80208C | \$99



Evaluating Ready-to-Cook Turkeys & Broilers - DVD

This DVD provides valuable instruction on grading ready-to-cook turkey and broiler carcasses. Examples of each of the USDA quality grading standards used for evaluation are also shown. Dr. Lee places a class of turkey carcasses and provides a sample set of oral reasons. 37 min.
CEV80199C | \$99

Introduction to Poultry Judging - DVD

Various aspects of the poultry industry are discussed along with the many career opportunities currently available and the benefits judging provides to those students interested in a career in the poultry industry. A brief discussion will be provided on classes of live birds, carcasses, eggs, poultry parts and further processed poultry meat products as they relate to a judging contest. Collaborator: Dr. Jason Lee, Assistant Professor of Poultry Science at Texas A&M University. 25 min.
CEV80210C | \$115

livestock judging

Featuring Ryan Rathmann, Ph.D.

Department of Animal and Food Sciences,
Texas Tech University

One of our all-time, best selling series, featuring Dr. Ryan Rathmann of Texas Tech University, coach of seven national champion livestock judging teams!



Livestock Judging: Fundamentals - DVD

Dr. Ryan Rathmann demonstrates effective livestock evaluation techniques for beginning livestock judging students. An explanation of the importance of livestock evaluation and its pertinence in the livestock industry, along with an examination of both market and breeding qualities of cattle, swine, sheep and goats are also discussed. 40 min.

CEV80216C | \$125

Livestock Judging: Practice Classes - I - DVD

This DVD features 12 livestock judging practice classes which have been hand selected by Ryan Rathmann, coach of seven national champion livestock judging teams. Students will sharpen their skills as they place a variety of classes including cattle, swine, goats and sheep. Official placings and cuts are provided. 86 min.

CEV80239C | \$195

feedback

“The classes in all of the new poultry judging DVDs are appropriately challenging. **These are great tools for introduction and practice.**”

— Todd P., New Mexico

horse judging

- Dave Whitaker, Middle Tennessee State University
- John Pipkin, West Texas A&M University
- Kris Wilson, Texas Tech University

Livestock Judging: Classes, Critiques & Reasons I - DVD

This program consists of eight livestock judging practice classes to help students improve their livestock judging skills. Critiques of each class are provided by Ryan Rathmann, coach of seven national champion livestock judging teams, followed by formal sets of oral reasons given by members of the 2008 record-breaking national champion Texas Tech livestock judging team. The eight classes include: market steers, Hereford heifers, performance Limousin heifers, market hogs, Duroc breeding gilts, market lambs, Southdown breeding ewes and market goats. 90 min.

CEV80177C | \$195

NEW! Livestock Judging: Classes, Critiques & Reasons II -DVD NEW!

This DVD is designed to prepare students to be competitive in livestock judging contests and be more successful in presenting oral reasons. Critiques of each class are provided by Ryan Rathmann, coach of seven national champion livestock judging teams, followed by formal sets of oral reasons given by members of the 2009 national champion Texas Tech livestock judging team. It includes eight classes of livestock: Steers, Heifers, Bulls, Market Hogs, Breeding Gilts, Market Lambs, Rams, and Market Goats. Collaborator: Dr. Ryan Rathmann, Department of Animal and Food Sciences, Texas Tech University. 93 min.

CEV80214C | \$195

what
real users
are saying

“Classes are challenging yet logical. Dr. Rathmann’s critiques are well done and easy to follow.”
— Randy W., Washington

“This is by far the **best livestock judging DVD** we have viewed! The critiques by Dr. Rathmann are the best part of the video— a wonderful teaching tool.”
— Toni M., Kentucky



Practice Horse Judging Halter I - DVD

Provides students with the opportunity to hone their halter judging skills from the convenience of the classroom.

CEV80110C | \$150

Practice Horse Judging Contest I - DVD

With three halter and eight performance classes, prepare your students for a REAL contest situation.

CEV80113C | \$195

Practice Horse Judging: Performance I - DVD CEV80111C

Practice Horse Judging: Performance II - DVD CEV80112C

Each DVD presents nine classes helping students develop and improve performance judging. \$175 each

“I specifically enjoy the judging DVDs.
It’s a major tool I use to train teams.”
— Jeremy S., Missouri

“how to” DVDs

“HOW TO” DVDs



Wildlife ID Contest Simulator - CD ROM

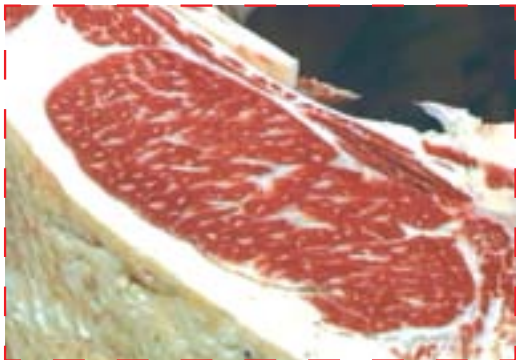
Designed to complement CEV80101 Wildlife ID Techniques (above), this production is perfect for mastering the ID portion of the contest.

CEV90501C | \$115

Wildlife ID Techniques - DVD

Experts provide identifying characteristics for about 100 species and the randomized quiz is GREAT for training a team.

CEV80101C | \$228



Meat Judging & Grading - DVD

Listen as meat expert and successful coach, Mark Miller, Ph.D., Texas Tech Univ., provides instruction for all facets of meat judging.

CEV80244C | \$117



Dairy Cattle Judging & Evaluation - DVD

Top dairy-judging expert, David Dickson, Ph.D., Univ. of Wisconsin-Madison, displays the skills his teams have used to bring home four national championships.

CEV80488C | \$195

Livestock Judging - DVD

This interactive DVD includes advice and instruction from renowned experts, such as Scott Schaake, Ph.D., KSU, on both breeding and market evaluation.

CEV80472C | \$273



Livestock Grading - DVD

Top livestock evaluators and meat specialists, such as Fred Williams, Jr., provide expertise for feeder and slaughter cattle evaluation.

CEV80385C | \$117

View video clips online at:
www.cevmultimedia.com/winningseason



meat judging

ALL NEW!

“CEV was our first choice to develop a resource that will provide up-to-date, applicable information for students to study for the written exam. We are thrilled to have CEV on our team.”

— Dr. Randy Harp, Tarleton State University professor and Chairman of the National FFA Meats Evaluation & Technology CDE.

Retail Cut ID - DVD

Featuring the newly-approved retail cuts of the National FFA and 4-H (for all contests beginning 2012). Organized by species, a rotation of each cut allows viewing of all angles, particularly focusing on the face of the cut. Special effects, 3D graphics and expert commentary provide more insight for harder to identify cuts. Successful former and current agriculture science instructors provide tips and advice on training teams and contest preparation. Collaborators: Former/current agriculture science instructors and Randy Harp Ph.D., Tarleton State University.

CEV80290C | \$195

Meat Science & Food Safety - PowerPoint®

Approved resource for the National FFA Meats Evaluation & Technology CDE written exam!

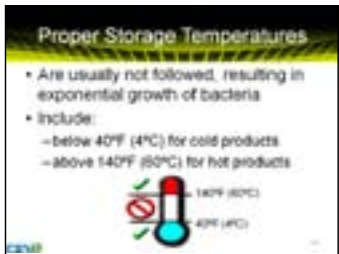
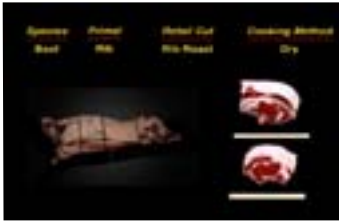
“THE” approved resource for the National FFA Meats Evaluation & Technology CDE written exam (for all contests beginning 2012). This in-depth presentation contains information regarding animal care, meat handling and safety, buying meat, nutrition of meat, meat cookery, processed meats and food safety (i.e., foodborne bacteria, cooking temperatures, etc.). Collaborators: Dale R. Woerner, Ph.D., Colorado State University; Randy Harp Ph.D., Tarleton State University.

CEV70574C | \$125

Retail Cut ID Contest Simulator – CD-ROM

Designed to compliment CEV80290 Retail Cut ID, this simulator is ideal for practicing retail cut identification. The random generator feature, allows you to create an identification quiz which will mimic a contest situation, as students will have to provide species, cooking method, primal and retail of every meat cut. Featuring the NEW, APPROVED cuts of the National FFA and 4-H, you will also have the capability of creating and saving your own tests. This CD-ROM is the perfect piece of mastering the identification portion of the meat judging contest.

CEV90600C | \$135



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OFFER EXPIRES 8/31/2012

View video clips, read testimonials, see contest results and more at:

www.cevmultimedia.com/winningseason

WINNING is always in SEASON