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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.
CEV80216A  |  $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.
CEV80239A  |  $195

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.
CEV80177A  |  $195

Livestock Judging: Classes, Critiques & Reasons II - DVD
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.
CEV80214A  |  $195
Livestock Judging - DVD
This interactive DVD includes advice and instruction from renown experts, such as Scott Schaake, Ph.D., Kansas State University, on both breeding and market evaluation. 270 min.
CEV80472A | $273

Livestock Grading - DVD
Top livestock evaluators and meat specialists, such as Fred Williams, Jr., provide expertise for feeder and slaughter cattle evaluation. 90 min.
CEV80385A | $117

Practice Livestock Grading I
This DVD presents students with the opportunity to practice grading on a wide variety of slaughter and feeder cattle. Featuring 50 head of both, this DVD provides officials and reasons by renowned contest officials and USDA graders. 171 min.
CEV80103A | $195

Practice Livestock Grading II
This DVD presents students with the opportunity to practice grading on a wide variety of slaughter and feeder cattle. The production features 50 head of slaughter cattle varying widely in finish, muscling, frame, size and weight, complete with quality and yield grades provided. The DVD also features 50 head of feeder cattle with varying frame size and muscle thickness. Cattle and reasons are discussed in detail by current USDA graders to provide students with practical grading knowledge to use in judging contests. 171 min.
CEV80107A | $195

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

800.922.9965
Poultry Judging: Practice Contest I - DVD

This DVD is designed to prepare students to be competitive in poultry judging contests. It includes eight classes for poultry judging practice: production hens, broiler breeder selection, ready-to-cook broilers for grading, ready-to-cook turkeys for grading and placing, poultry parts identification, egg exterior quality and factors, egg interior quality and further processed poultry meat products evaluation. Official placing and cuts are provided following each class. Collaborator: Dr. Jason Lee, Assistant Professor of Poultry Science at Texas A&M. 42 min.

CEV80226A  |  $125

Poultry Judging: Practice Contest II - DVD

This DVD is designed to prepare students to be competitive in poultry judging. It provides eight classes for judging and placing, followed by the officials. The officials in this presentation are provided by Jason Lee, Ph.D., Assistant Professor of Poultry Sciences, Texas A&M University. It includes eight classes for poultry judging practice: production hens, broiler breeder selection (males), ready-to-cook broilers (for grading), ready-to-cook turkeys (for grading and placing), poultry parts identification, egg exterior quality & factors, egg interior quality and further processed poultry meat products evaluation.

CEV80226A  |  $125

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.

CEV80200A  |  $99
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.

CEV80187A | $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.

CEV80210A | $115

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.

CEV80196A | $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.

CEV80208A | $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.

CEV80199A | $99

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
Practice Horse Judging Performance I - DVD
This DVD is designed to help students improve their performance horse judging skills. The presentation contains nine performance classes: two hunt seat equitation classes, two trail classes, two western horsemanship classes, two western pleasure classes, as well as a trail, western riding, and reining class. The official class placings, cuts, and reasons are provided by Kris Wilson, Horse Judging Coach, Texas Tech University. 60 min. CEV80111A | $175

Practice Horse Judging Performance II - DVD
Provide your students with the opportunity to practice judging performance horses in your own classroom. This DVD is comprised of nine performance classes: two hunt seat equitation classes, two western horsemanship classes, two western pleasure classes, as well as a trail, western riding, and reining class. John Pipkin, Ph.D., Director of the Equine Industry Program at West Texas A&M University will provide the official placings, cuts and reasons. 72 min. CEV80112A | $175

Practice Horse Judging Contest I - DVD
With three halter and eight performance classes, prepare your students for a real contest situation. Performance classes include: hunter under saddle, hunt seat equitation, hunter hack, western pleasure, western horsemanship, western riding, reining, and trail. 90 min. CEV80113A | $195

Practice Horse Judging Halter I - DVD
This DVD provides students the opportunity to practice their halter horse judging skills from the convenience of the classroom. Featuring four gelding classes and two mare classes, official placings, cuts, and reasons are provided by Dr. Dave Whitaker, Director of Horse Science at Middle Tennessee State University. 65 min. CEV80110A | $150

Wildlife ID Techniques - DVD
Experts provide identifying characteristics for about 100 species and the randomized quiz is GREAT for training a team. CEV80101A | $228

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. CEV90501A | $115

www.cevmultimedia.com
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 for mastering the identification portion of the meat judging contest.
CEV90600A | $135

Meat Judging & Grading - DVD
Listen as meat expert and successful coach, Mark Miller, Ph.D., Texas Tech University, provides instruction for all facets of meat judging. 107 min.
CEV80244A | $117

Dairy Cattle Judging & Evaluation - DVD
Top dairy-judging expert, David Dickson, Ph.D., University of Wisconsin-Madison, displays the skills his teams have used to bring home four national championships. 235 min.
CEV80488A | $195
Livestock Judging Contests | $79 each
CEVD0443A  Livestock Judging Contest - I
CEVD0446A  Livestock Judging Contest - III
CEVD0448A  Livestock Judging Contest - V
CEVD0481A  Livestock Judging Contest - VII

Livestock Grading Contests | $69 each
CEVD0390A  Livestock Grading Contest - I
CEVD0391A  Livestock Grading Contest - II
CEVD0392A  Livestock Grading Contest - III
CEVD0393A  Livestock Grading Contest - IV

Horse Judging Contests | $79 each
CEVD0131A  Horse Judging Contest - I
CEVD0132A  Horse Judging Contest - II
CEVD0133A  Horse Judging Contest - III
CEVD0134A  Horse Judging Contest - IV
CEVD0135A  Horse Judging Contest - V

Meat Judging Contests | $69 each
CEVD0288A  Meat Judging Contest - I
CEVD0291A  Meat Judging Contest - II
CEVD0292A  Meat Judging Contest - III
CEVD0293A  Meat Judging Contest - IV
CEVD0294A  Meat Judging Contest - V
CEVD0295A  Meat Judging Contest - VI
CEVD0296A  Meat Judging Contest - VII

Practice Meat Judging | $49 each
CEVD0266A  Practice Beef Quality Grading - I
CEVD0280A  Practice Beef Quality Grading - II
CEVD0246A  Practice Beef Quality Grading - III
CEVD0265A  Practice Beef Yield Grading - I
CEVD0248A  Practice Beef Yield Grading - II
CEVD0267A  Practice Beef Carcass Judging - I
CEVD0267A  Practice Beef Carcass Judging - II
CEVD0268A  Practice Pork Carcass Judging
CEVD0269A  Practice Lamb Carcass Judging
CEVD0273A  Practice Ham & Loin Judging
CEVD0271A  Practice Retail Cut ID - I
CEVD0272A  Practice Retail Cut ID - II
CEVD0289A  Practice Retail Cut ID - III
CEVD0290A  Practice Retail Cut ID - IV
Practice Dairy Cattle Judging | $49 each
- CEVD0511A: Practice Dairy Cattle Judging - I
- CEVD0514A: Practice Dairy Cattle Judging - III
- CEVD0515A: Practice Dairy Cattle Judging - IV
- CEVD0516A: Practice Linear Evaluation - I
- CEVD0520A: Practice Linear Evaluation - II

Dairy Cattle Judging Contests | $79 each
- CEVD0513A: Dairy Cattle Judging Contest - I
- CEVD0519A: Dairy Cattle Judging Contest - II
- CEVD0521A: Dairy Cattle Judging Contest - III
- CEVD0522A: Dairy Cattle Judging Contest - IV
- CEVD0490A: Dairy Cattle Judging Contest - V
- CEVD0492A: Dairy Cattle Judging Contest - VII

Practice Poultry Judging | $49 each
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- CEVD0530A: Practice Poultry Judging - II
- CEVD0532A: Practice Poultry Judging - IV
- CEVD0533A: Practice Poultry Judging - V

Poultry Judging Contests | $59 each
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- CEVD0535A: Poultry Judging Contest - II
- CEVD0536A: Poultry Judging Contest - III
- CEVD0537A: Poultry Judging Contest - IV
- CEVD0538A: Poultry Judging Contest - V
- CEVD0225A: Poultry Judging Contest - VI
- CEVD0226A: Poultry Judging Contest - VII

Practice Livestock Judging | $49 each
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- CEVD0433A: Practice Livestock Judging - VIII
- CEVD0434A: Practice Livestock Judging - IX
- CEVD0435A: Practice Livestock Judging - X
- CEVD0436A: Practice Livestock Judging - XI
- CEVD0437A: Practice Livestock Judging - XII

Practice Livestock Grading | $49 each
- CEVD0445A: Practice Slaughter Cattle Evaluation
- CEVD0428A: Practice Feeder Cattle Evaluation
- CEVD0429A: Practice Slaughter Hog Evaluation