

2021

# AG ADVENTURE GUIDE

A Celebration of the National Western Stock Show



Come explore  
Colorado's oldest  
western tradition!

NATIONAL  
WESTERN<sup>®</sup>  
*Stock Show* Est. 1909

# HOWDY PARTNER!

## Welcome to your 2021 Ag Adventure Guide!

From its beginning in 1906, the National Western Stock Show has become a nationally recognized western heritage and entertainment event. The National Western Stock Show hosts one of the world's richest regular season professional rodeos, one of the country's largest horse shows, and Colorado's largest western trade show. This attracts more than 650,000 visitors each year.

The National Western strives to strengthen American agriculture through enrichment programs and youth education in livestock, equestrian, farming, ranching, animal awareness, and appreciation. The National Western Stock Show celebrates western lifestyles and communities and takes pride in providing lifelong memories and family traditions.

The 115th National Western Stock Show was postponed this year because of the COVID-19 pandemic. Due to these circumstances, the National Western Stock Show, Colorado State University and leaders within our Colorado agricultural community joined forces to create this activity guide. We hope that families across the state will still celebrate Colorado's oldest western tradition!

Each day from January 9-24, 2021, we will highlight a piece of Colorado agriculture or the National Western Stock Show. Using this activity guide, follow along each day to learn exciting new facts, and have some fun while doing it!

**We thank you for your support, and we look forward to seeing you at the 115th National Western Stock Show, January 8-23, 2022.**



**Let's start exploring!**



# TABLE OF CONTENTS

<b>Day 1: Howdy.....</b>	<b>2</b>
<b>    Table of Contents.....</b>	<b>3</b>
<b>    Become a Junior Ag Ambassador.....</b>	<b>4-5</b>
<b>    History of National Western Stock Show.....</b>	<b>6-7</b>
<b>Day 2: Horse'n Around With Horse Breeds.....</b>	<b>8-9</b>
<b>Day 3: Celebrate CSU Day.....</b>	<b>10-11</b>
<b>Day 4: Learn about Dairy with A-MOOO's-ing Clues.....</b>	<b>12-13</b>
<b>Day 5: Connecting Careers in Agriculture.....</b>	<b>14-15</b>
<b>Day 6: Youth Organizations in Ag (4-H, FFA).....</b>	<b>16-17</b>
<b>Day 7: The Story of Colorado Water.....</b>	<b>18-19</b>
<b>Day 8: Let's Talk Livestock Judging.....</b>	<b>20-21</b>
<b>Day 9: Colorado Beef.....</b>	<b>22-23</b>
<b>Day 10: MLK Day, Celebrating Diversity, Leadership, and Inclusion in Agriculture.....</b>	<b>24-25</b>
<b>Day 11: Cattle Branding.....</b>	<b>26-27</b>
<b>Day 12: Colorado Corn, Wheat &amp; Mad Libs, Oh My!.....</b>	<b>28-29</b>
<b>Day 13: Colorado Potatoes.....</b>	<b>30-31</b>
<b>Day 14: Code of the West.....</b>	<b>32-33</b>
<b>Day 15: The American Rodeo.....</b>	<b>34-35</b>
<b>Day 16: Celebrate Colorado Agriculture.....</b>	<b>36-37</b>
<b>Show What You Know.....</b>	<b>38</b>
<b>Acknowledgements.....</b>	<b>39</b>





# **BECOME A JUNIOR AG AMBASSADOR**

**This Adventure Guide is a great way for you to have fun with friends and family as you learn about the National Western Stock Show and Colorado agriculture.**

You can also earn your 2021 National Western Stock Show Junior Ag Ambassador Badge!

## **Who are Junior Ag Ambassadors?**

Each year a select group of outstanding students within the College of Agricultural Sciences at Colorado State University are called to become leaders within their college community, and share what they know about agriculture and natural resources with everyone they meet! These students are referred to as Ag Ambassadors. YOU can become a part of this ambassador program by completing this Adventure Guide! Once a student is inducted as a Junior Ag Ambassador, they too are challenged to be leaders in their communities and to continue to explore and share what they know about agriculture and natural resources. A huge thank you to Dr. James Pritchett, Dean of the College of Agricultural Sciences at Colorado State University for supporting our Junior Ag Ambassador badging program this year.

## **As a Junior Ag Ambassador, you will...**

### **Explore**

Our activities about agriculture and natural resources

### **Share**

With your friends and family what you have learned about agriculture and natural resources

### **Lead**

Continue to explore and share what you learn about agriculture and natural resources!  
Junior Ag Ambassadors are leaders within their communities

Learn more about what the CSU Ag Ambassadors do here in **CAM's Cool Resources:**



Hey Adventurers! My name is CAM the Ram, and I am here to guide you. Pick your level, and follow the directions on the next page to get started on your journey!



# FOLLOW THE DIRECTIONS TO GET STARTED ON YOUR ADVENTURE GUIDE JOURNEY!

## 1. Choose your level and write it in the space below:



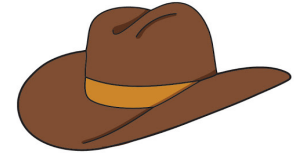
### **BOOT LEVEL**

Complete at least 5 activities  
*Suggested for Grade 1 and Under*



### **SPUR LEVEL**

Complete at least 10 activities  
*Suggested for Grades 2-5*



### **COWBOY HAT LEVEL**

Complete at least 15 activities  
*Suggested for Grade 6 and Above*

Level: \_\_\_\_\_

## 2. Explore:

*Explore all that this Adventure Guide has to offer!*

Follow along each day from January 9th-24th on the National Western website, or work at your own pace.

Each activity will have their own informational page to explore and activity page to complete. Keep on the lookout for QR codes to access additional fun content!

## 3. Share:

*Share what you have learned with the Ag Adventure staff.*

Once you have completed the number of activities for your level, upload your pages to this portal (use link or QR code) **Google account required:**

**[tinyurl.com/nwssportal21](https://tinyurl.com/nwssportal21)**

Or mail your completed book to: CSU Agricultural Education  
4492 East County Road 56  
Fort Collins, CO 80524



Members of the Ag Adventure staff will check your submitted pages. Then, you will receive your badge, certificate, and other goodies in the mail!

**NOTE:** Participants must submit their pages by **January 30** to be eligible to earn their 2021 NWSS Junior Ag Ambassador badge.

## 4. Lead:

Once you have received your badge and certificate, recite the Junior Ag Ambassador oath and now you are an official member of the Junior Ag Ambassadors!



# HISTORY OF THE NATIONAL

**Rugged cattlemen and livestock commission merchants attempted several stock**

These were “hit and miss” events until 1906. **Using the QR code, view the 1899 - Present**

First show opened on January 29 and ran for six days.

Attendance was estimated at 15,000. The Grand Champion steer sold for 33 cents a pound.

In this year, ticket prices were raised to 75 cents! Today, tickets cost a little over \$10 per person.

The first Catch-A-Calf contest was held during the show. Youth have the opportunity to catch a market calf in the rodeo arena, raise it, and show it one year later as a market steer.

**1899**

The only other year the National Western was cancelled, due to a “hoof and mouth” disease epidemic, which prohibited livestock from crossing state lines.

The Executive Committee decided to invest all profits in War Bonds, which supported the military in World War II. The show was confined to “local” participation because of travel and fuel limitations caused by the war.

## CAM's Cool Resources:

**Visit the Stock Show website**

**[www.nationalwestern.com/about/history/](http://www.nationalwestern.com/about/history/)**

**OR scan the QR code to find your answers to this timeline!**



# WESTERN STOCK SHOW

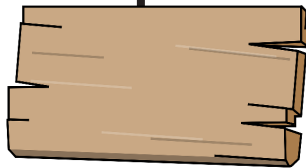
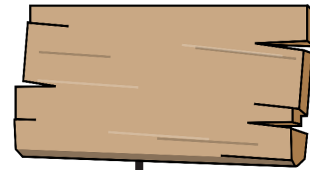
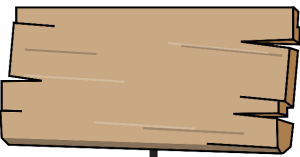
shows at the Denver Stockyards in the 1880s and again in the early 1900s.

**timeline** and fill in the wood planks with the correct year to create a Stock Show timeline!

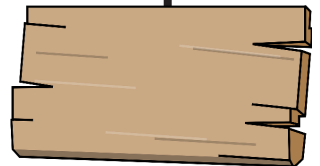
"Big Mac" the Grand Champion steer, was ruled ineligible. It had been previously entered at the American Royal Show in Kansas City as a white steer. Its hide had been dyed black for the National Western Stock Show!

National Western Stock Show added new events such as the dairy cow milking exhibition, Wild Horse Races, a Stick Horse Rodeo for kids, and the Miniature Hereford cattle show.

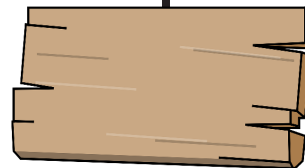
2021



A new attraction at the rodeo appears, Mutton Bustin'! There is a record attendance of 178,012. Children ages 5-7, under 55 pounds, now have the chance to get a headstart as a rodeo athlete as they ride a sheep out of the bucking chute into the rodeo arena!



The Junior Livestock Auction's top 8 champion animals set an unprecedented auction total of \$531,000, with the Grand Champion Steer, Olaf, selling for \$155,000.



The National Western Stock Show was chosen as the world's #1 Indoor Rodeo at the Pro Rodeo Cowboys' Association convention!

1906, 1915, 1920, 1935, 1943, 1972, 1993, 1997, 2000, 2020



# HORSE'N AROUND WITH HORSE BREEDS

**Horses and equestrian programs have always been an important part of the Stock Show.**

Below are some of the most popular horse breeds that you might see there!

## Arabian



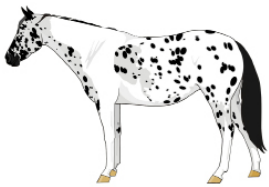
- Denver Bronco mascot Thunder is an Arabian.
- Every light horse breed can trace their ancestry back to the Arabian.
- Spirited (hot blooded), intelligent, loving and loyal.

## American Quarter Horse



- Largest breed registry in the world
- Name derived from ability to run fast: a quarter of a mile at 55 mph.
- Athletic, docile, heavily muscled and compact.

## Appaloosa



- Unique spotted coat patterns. Hearty and adaptable.
- Developed by the Nez Perce Native American Tribe.
- Bloodlines combined Thoroughbred, Quarter and Arabian Horses.

## Thoroughbred



- Most famous for racing was Secretariat. They are also used for jumping and dressage.
- Fast, agile and spirited (hot-blooded).

## Warmblood



- Medium sized horses with some European heritage.
- These horses contain some of the spirit you get from the hot blooded (Arabian) horse and the cold blooded working (Draft) horses.

## Ponies



- Most pony breeds are 14.2 hands high (less than 57").
- They remain small when fully grown.
- Shetland and Welsh ponies are popular for children.
- Famous pony- Misty of Chincoteague.

## Draft



- Heavy horses used to pull heavy loads, plow fields and in battle.
- Not easily spooked, docile, loving, cold blooded.
- Clydesdale, Percheron, Shire and Belgian are popular breeds.

## Morgan



- Figure was the foundation stallion—later named Justin Morgan.
- Official horse of Vermont, used for clearing and tilling farm land in colonial times.
- Popular as a driving or riding horse. Good on trails or in the show ring.

**Which of the horses above do YOU want to see next year at the Stock Show? Tell me on the line below!**





# THE TALE OF THE PALOUSE HORSE

The Appaloosa horse that we know today has a long storied history. Using the word bank below, learn how the Palouse horse became the Appaloosa horse that we know today.

## WORD BANK:

forgotten, 1877, Expedition, Appaloosa, settlers, breed, tribes

The name Appaloosa is first mentioned in the 1800s by \_\_\_\_\_, individuals who settled in the west, to describe the horses within the area, home to the Nez Perce and Palouse Native American Tribes.

Nez Perce peoples are credited for being talented horsemen and creating exceptional horses through breeding programs.

Even Meriwether Lewis of the Lewis and Clark \_\_\_\_\_, the journey into the American Northwest, journaled about this amazing, spotted horse.

As settlers forced the Nez Perce peoples from their land, they relied heavily on their horses. This was not a peaceful time for the tribes. There was constant war with settlers.

The wars continued, and the chief of the Nez Perce Tribe, Heinmot Tooyalakekt, was forced to surrender in the year \_\_\_\_\_.

The US Army took most of the Nez Perce horses and sold them to be used as ranch horses. English speaking people began to refer to these horses as Palouse horses.

The word Palouse is thought to most likely come from its origin in the language spoken by both tribes. It is thought that over time the "A" in the name Palouse was misheard by English speakers and Palouse became Apalousey, then \_\_\_\_\_.

Appaloosa was considered to be a \_\_\_\_\_ breed until 1937 when a magazine published articles about this spotted breed.

The Appaloosa Horse Association was formed in 1938 which promotes and preserves the \_\_\_\_\_, a group of animals within the same species. The Registry has allowed cross breeding with other horses.

In 1994, the Nez Perce Tribe in Idaho began a horse breeding program to improve breeds such as the Appaloosa and restore the traditional breeding cultures of the native \_\_\_\_\_ in the area.

**Today, Appaloosas are considered to be one of the most well-known and valued American horse breeds in the world!**



# CELEBRATE CSU DAY

To Celebrate CSU Day, color in the CSU Mascot, CAM the Ram!  
Courtesy of the CSU Alumni Association.



# A LAND-GRANT UNIVERSITY TRADITION

**The story of the Colorado State University and National Western Stock Show partnership can be traced back as far as the very first National Western Stock Show (NWSS) in 1906!**

**Whoa partner! It looks like CAM forgot some words in the CSU Day story! As you read, fill in each blank with the letters C-S-U for Colorado State University.**

Students at Colorado A&M loaded their livestock and headed to Denver for the big livestock exhibition. Since then, \_\_\_\_\_ has become involved in nearly every aspect of the Stock Show. \_\_\_\_\_ Alumni, Athletics, and other University staff host booths, greet visitors, and visit with future Rams.

Participants from around the country travel to Denver to take part in the youth (4-H and FFA) and collegiate-level judging contests. Others come for the equine and livestock shows. Students of all ages participate in the daily rodeos. Within the Ag Adventure educational exhibit, \_\_\_\_\_ students serve as teachers and to educate groups on agriculture with industry groups and people from CSU Ag Ed. Other Rams such as Ag Ambassadors induct Jr. Ag Ambassadors and visit with guests. There are also several students who work behind the scenes as interns, staff, and volunteers for NWSS, \_\_\_\_\_, and agricultural organizations. Did you know that even this book was made by \_\_\_\_\_ students?

People from the College of Agricultural Sciences at \_\_\_\_\_ help with equine and livestock events, contests, education opportunities, and serve on NWSS committees such as the Western Stockman's Association. They are also judges, superintendents, and have created contests like the now retired Fed Beef Contest. People in the ag industry have the opportunity to talk with College of Ag staff who host the International Livestock Forum.

Believe it or not, the list doesn't stop there!

Individuals from the College of Veterinary Medicine and Biomedical Sciences at \_\_\_\_\_ assist with health checks and provide veterinary services for all the livestock. As part of the land-grant mission of service and extension, \_\_\_\_\_'s countless 4-H Extension Agents bring many students from counties across Colorado to learn about ag! In the future, \_\_\_\_\_ will have a whole campus at the National Western Center, called SPUR Campus, where youth of all ages can explore agriculture and natural resources. We can't wait to see you there!

Each year at the Stock Show, \_\_\_\_\_ and the National Western are able to celebrate this tried-and-true partnership on \_\_\_\_\_ Day. Alumni members can get discounted tickets and have the opportunity to have breakfast with the \_\_\_\_\_ President. You can take pictures with CAM the Ram, the official mascot. At the afternoon rodeo, hosted by \_\_\_\_\_, children of \_\_\_\_\_ Alumni Lifetime Members can enter to participate in the Mutton Bustin' contest! Each of these contestants are given an award for their participation.



Hey partner! Thanks for helping me finish the story! How many CSU's did YOU find? Write the number on the line below!

\_\_\_\_\_



# LEARN ABOUT DAIRY

There are many things that go into raising cows to make milk. For example, just like you and me, cows need nutritious food, water, and access to safe shelter. Sometimes dairy cows must visit a doctor called a veterinarian, when they don't feel good. Happy, healthy cows produce lots of milk, so dairy farmers do their best to take good care of their herd.

**Use the clues in the boxes below to color each of the dairy cows to reveal their hide patterns and colors!**



## Brown Swiss

Solid brown, varying from very light to dark; came from Switzerland in 1869

## Guernsey

Tan with white markings; came from the Island of Guernsey in the English Channel in 1831

## Holstein

Black and white or red and white; came from Holland in 1621

## Jersey

Tan with black nose and feet; came from Jersey, an island in the English Channel, in the 1850s





# WITH A-MOOO'S-ING CLUES

Now that you have identified each dairy cow breed by coloring their hide, CAM needs your help matching the descriptions of some of the most common dairy cow breeds to their picture for our friends at Dairy Max! Using what you know about hide patterns, can you match the correct description with the correct dairy cow?

**Guernsey** – Known as the Royal Breed thanks to their golden milk. A high amount of beta carotene – a source of vitamin A – gives the milk its rich color.



**Brown Swiss** – Believed to have been around longer than any other breed. They're known for their big ears, docility, and for being the second most productive dairy cows.



**Jersey** – A smaller breed, with soft brown hair and great big beautiful eyes. But the inside is what counts, and they produce some of the richest milk, often used to produce butter and cheese.



**Holstein** - Make up about 90% of the dairy cows in America, and they owe their popularity to their productivity – on average making nearly nine gallons of milk every day.



Holstein, Guernsey, Jersey, Brown Swiss

## CAM's Cool Resources:



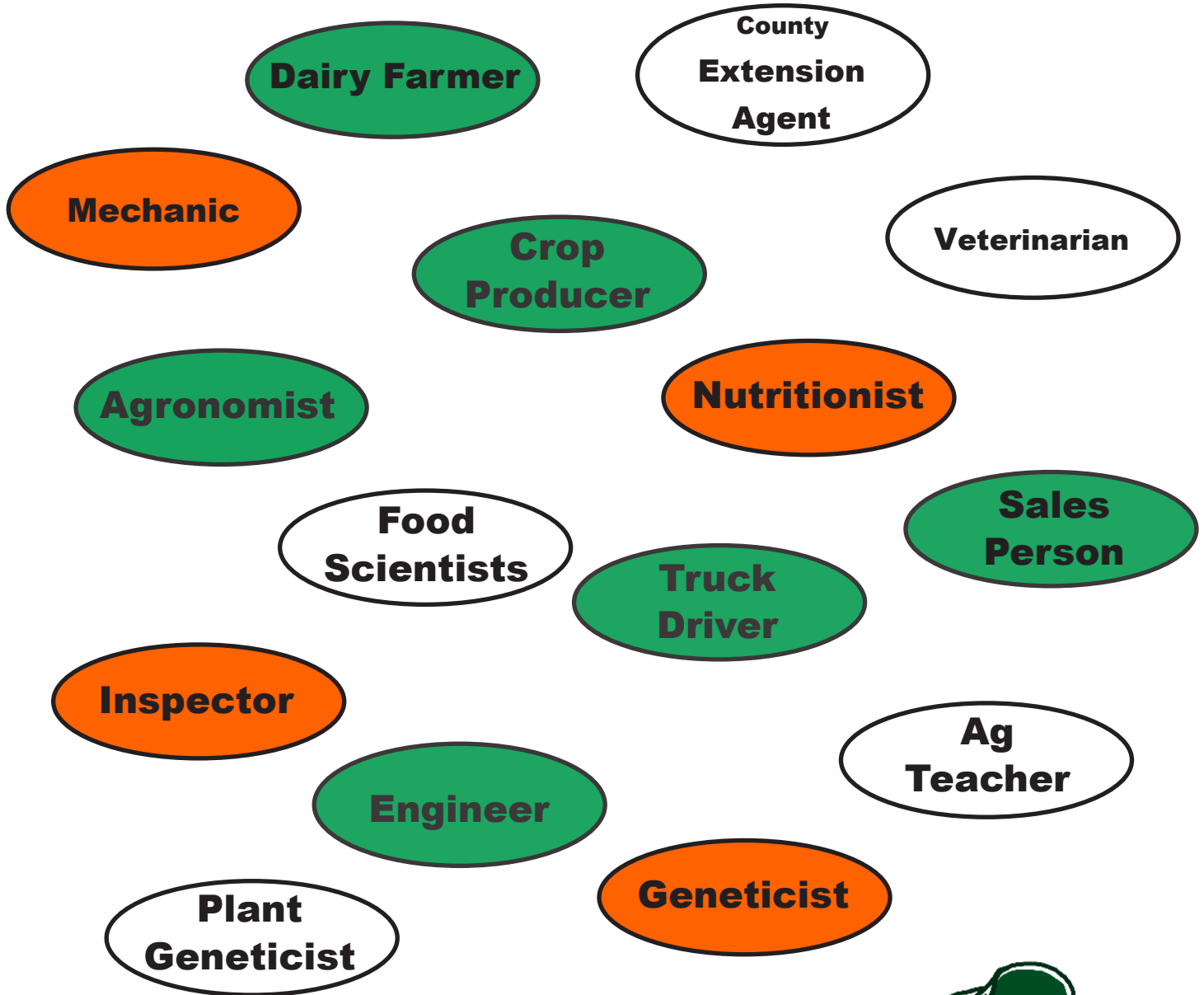
Dairy farmers are always trying new ways to improve their farming practices for the betterment of their operation, the animals, and the environment. Use this QR code to watch an awesome video from Dairy Max about sustainable family dairy productions!



# CONNECTING CAREERS

**There is an interconnected web of careers that depend on we eat such as cheese! So who makes your cheese?**

Below is a list of careers that are involved in cheese making, Using some of the clues provided in the descriptions, see if you RIGHT to learn more about the web of careers that are important in



After learning more about these careers, do you find any of them interesting? Tell me about it below!

---

---



# IN AGRICULTURE

**each other to produce fiber, pharmaceuticals, and the food**  
**What careers go into the cheese making process?**

and the descriptions of each of the careers.

can match the careers on the LEFT with its description on the  
making the gooey, melty goodness on your next grilled cheese!

Raise and care for cattle on farms where milk is produced.

Monitor the transportation of livestock and verify ownership through inspection.

Assist farmers in maintaining the health and well-being of animals.

Study how genetic traits impact the health and productivity of animals.

Assist dairy farmers to create the diets (rations) for animals to meet their nutritional needs.

Help in many areas of agriculture by providing the right kinds of feed, supplies, and equipment.

Grow feed for dairy cows such as corn, alfalfa, and soybeans.

Study soil management and crop production to help farmers grow a healthy crop.

Study the genetic traits of plants to create the best varieties for production.

Transport agricultural goods during every step, from the start to end.

Design new technology to improve productivity like the automated sprinkler systems.

Study the science of safe food preparation, packaging and delivery. They also conduct experiments to create and improve food products.

A person that educates students on the agricultural industry and prepares them for future careers in agriculture.

An individual who assists and educates their community about research at local land-grant universities.

Repair and maintain equipment such as trucks and tractors.





# 4-H

**Founded in Ohio in 1902, 4-H is a community of young people learning leadership, citizenship, and life skills. 4-H is delivered by Cooperative Extension—a community of more than 100 public universities across the nation that provides these opportunities to young people.**

Each year at the National Western Stock Show, a day is taken to celebrate this youth organization!

### 4-H Emblem:

a green four-leaf clover with the letter “H” on each leaf.

### The color green:

nature’s most common color and represents life, growth and youth.

### The color white:

symbolizes purity and high ideals.

### The H’s:

*HEAD* - problem solving: ability to sort out complex problems.

*HEART* - emotional development: developing good attitudes toward work and learning; developing acceptance and appreciation of other people.

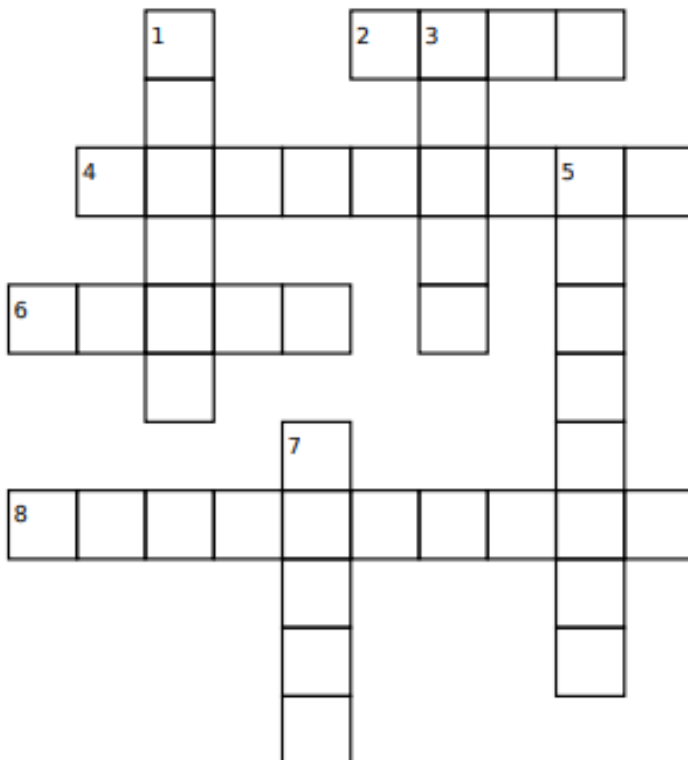
*HANDS* - skills development: ability to do, skill in doing and habit of doing.

*HEALTH* - physical development: understanding and appreciating a growing and changing body.

### 4-H Pledge:

“I pledge my Head to clearer thinking, my Heart to greater loyalty, my Hands to larger service and my Health to better living for my club, my community, my country and my world.”

**Using the text above and the clues below, complete the 4-H crossword puzzle!**



Down:

1. The four-leafed emblem for 4-H.
3. This H represents being useful, helpful and skillful.
5. "I pledge my head to clearer \_\_\_\_\_."
7. "I pledge my \_\_\_\_\_ to greater loyalty."

Across:

2. 4-H was founded in this state in 1902.
4. 4-H is a \_\_\_\_\_ of young people across America.
6. 4-H's colors are white and \_\_\_\_\_.
8. 4-H develops \_\_\_\_\_ citizenship, and life skills.







**Founded in 1928, FFA is an organization for students enrolled in agricultural education programs in school. Led by agricultural educators across the country, members dedicate themselves to premier leadership, personal growth, and career success.**

Each year at the National Western Stock Show, a day celebrates this organization and its members!

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### **The National FFA Emblem:**

Consisting of five symbols, the emblem represents the history, goals, and future of the organization and agriculture. Each element of the emblem has unique significance.

### **The cross section of the ear of corn:**

a symbol of unity, provides the foundation of the emblem, just as corn has historically served as the foundational crop of American agriculture.

### **The rising sun:**

signifies progress and holds a promise that tomorrow will bring a new day glowing with opportunity.

### **The plow:**

signifies labor and tillage of soil, the backbone of agriculture and the historic foundation of our country's strength.

### **The eagle:**

a national symbol, reminds us of our freedom and ability to explore new agricultural horizons.

### **The owl:**

recognized for wisdom, symbolizes the knowledge required to succeed in the agricultural industry.

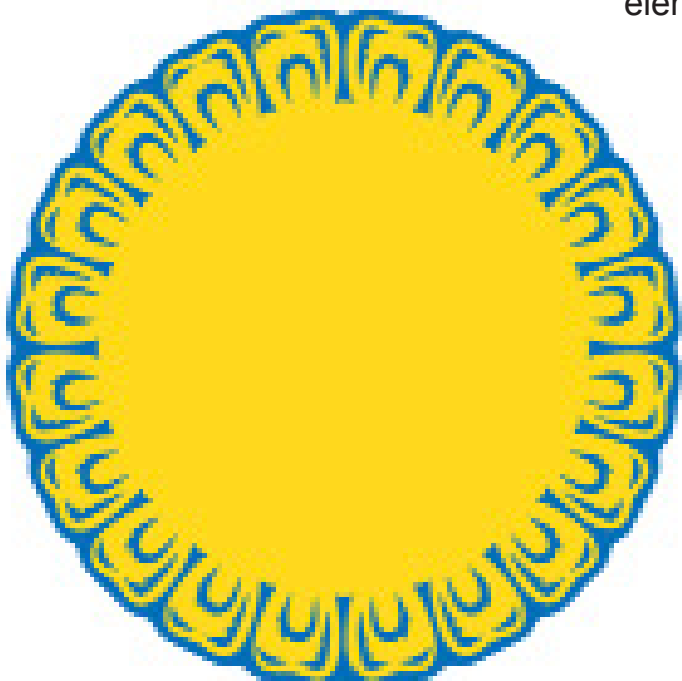
### **The words "Agricultural Education" and "FFA":**

are in the center to signify the combination of learning and leadership necessary for progressive agriculture.

---

### **Build the FFA emblem!**

Cut out each of the pieces below and glue them together to build the FFA emblem with the elements listed above.



# THE STORY OF COLORADO WATER

The story of water in Colorado starts in the Rocky Mountains. Colorado is known as a **headwater** state. This means that all the precipitation, such as rain, that falls IN our state flows OUT of the state. No water flows INTO Colorado. There are only two states in the United States that are headwater states. One is Colorado and the other is Hawaii.

Our state also has many **watersheds**. Watersheds are sometimes called drainage **basins**. A watershed is an area of land where rain or snow drains into a stream or other bodies of water. Boundaries between watersheds are formed by high ground ridges. Rain that falls onto these high ground ridges will flow toward the low point of a watershed. Rain that falls on the other side of the same high ground ridge will flow toward the low point of a different watershed.

Water always flows down.

Snow that falls high in the mountains can sometimes stay frozen for a long time. This is a natural way to store our Colorado water. When the snow melts, the water then flows downhill towards the rivers and streams. Colorado has eight major river basins throughout the state, and a ninth basin in the city of Denver. These basins form areas that provide borders for the rivers geographically and also are used by people to organize and manage our water. There are groups of people who come together to help manage each basin. These groups are called **Roundtables**. These people work together to solve the water challenges we face.



# LOCATING YOUR WATERSHED

**Our friends at the Colorado Foundation for Agriculture have a challenge for you! Using the directions below, find your watershed and locate other important areas relating to Colorado water.**

**Step 1:** Complete the compass rose below with East, South, and West. North has been added for you.

**Step 2.** Place a **star** where you live.

**Step 3.** Color your home watershed **yellow**.

**Step 4.** Find the South Platte Watershed and underline South Platte River in **red**.

**Step 5.** The Continental Divide plays an important role in the direction that water will flow from Colorado towards the Atlantic or the Pacific Oceans. Use the QR code provided to help you draw a **green** line on the map to indicate where the Divide is.



**Step 6.** Outline the watersheds that would flow towards the Atlantic Ocean **blue**.

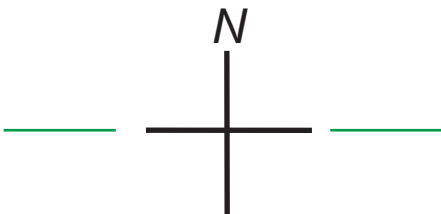
**Step 7.** Outline the watersheds that would flow towards the Pacific Ocean **orange**.

*hint: the Pacific Ocean is West of Colorado*

**Step 8.** The ninth water basin is the only basin that does not come from its own natural river basin as the others do. This basin is within the South Platte River basin, its Roundtable designates water to the Denver area. Can you identify where this Metro Basin is located? Draw a **circle** to identify the area.



**Compass Rose**



Can you identify which watershed provides water to my home in Fort Collins?





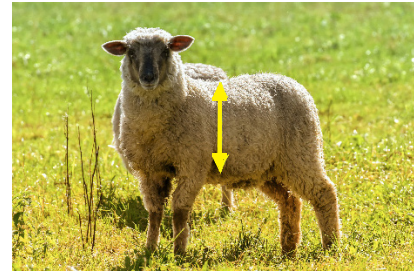
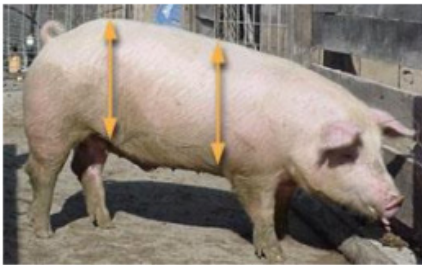
# LET'S TALK LIVESTOCK JUDGING

**Judging of livestock is an important part of all stock shows and fairs.**

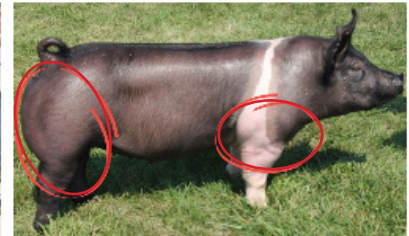
Livestock exhibitors of all ages bring their animals to stock shows in hopes that they are selected for the best at the show. It is the judge's job to choose the animal that best fits all ideal characteristics according to their class or species. Animals are sorted into two classifications: breeding or market.

**Listed below are some of the qualities that livestock judges look for in each species and use as tools to sort through each class.**

**Deep bodied:** We look for the most amount of gut in-between the spine and the bottom of the belly. We look for this in goat, swine, & beef.



**Muscular:** Does the animal look like it has been going to the gym? Can you see a muscular bulge in the hind end, shoulder, and forearms? Remember muscle has shape!



**Finished (enough fat):** The more fat you have on a beef animal, the more juicy and tasty the beef is. However, on lambs and goats we want a “trimmer” animal which means we want less fat. We look for fat on the back by the hips and through the ribs. Below are some pictures of a goat and a lamb that might be a little too fat and a beef and a swine animal that are not fat enough.





# GIVE JUDGING A TRY!

Using the tools that were discussed on the previous page, (deep bodied, muscular, and finishing), look at each of the rows and evaluate each animal set on their good qualities. Then circle the animal that will win the class!

## Steps to remember when Livestock Judging:

1. Look and Observe 2. Compare Livestock 3. Make a Decision!

#1



#2



#1



#2



#1



#2



#1



#2



Correct answers: Lamb #2, Goat #1, Pig #1, Heifer #2



# COLORADO BEEF

**Beef cows can be found in every corner of Colorado. Did you know that cattle is Colorado's number one agricultural commodity?**

Let's explore the steps of beef production!

## COW-CALF

Hundreds of thousands of cow-calf farms and ranches, most family owned and located in all 50 states, breed cattle and raise calves. The cows nurse their calves and eventually the calves graze on grass pastures within sight of their mothers. Calves often receive supplemental feed to ensure that they receive enough nutrition!

## STOCKERS & BACKGROUNDERS

After weaning, calves eat a variety of grasses, hay and other plant-based feeds. Calves may move to stocker or backgrounder farms and ranches, where supplemental feed is provided, including vitamins and minerals, to meet their changing nutritional needs as they grow.

## FEEDYARD

Between 6 and 12 months of age, cattle may leave a farm or ranch and be moved to a feedyard where they spend several months in the finishing phase. Staff, including nutritionists, veterinarians and pen riders care for the animals daily. Cattle have constant access to water and eat at feed bunks containing a carefully balanced diet.

## LIVESTOCK AUCTION MARKETS

Cattle farmers and ranchers may work with an auction market to sell their cattle to other beef producers, feedlots or processing facilities. Advances in technology now allow auctions to be hosted through video and the internet, as well as in person.

## Differences in Finishing

Grain finished cattle are fed a diet of grains and other products such as sugar beets or hay. The majority of cattle in the US are grain finished.

Grass finished cattle will continue to eat only grasses or forages.

USDA Organic or Naturally Raised may be grass finished or grain finished.

## PACKING PLANT

Once cattle reach market weight at 18-24 months of age, they are sent to a packing plant, also called a processing facility. United States Department of Agriculture (USDA) inspectors oversee the implementation of safety, animal welfare and quality standards from the time animals enter the plant until the final beef products are shipped to grocery stores and restaurants in the US and abroad.



### CAM's Cool Resources:

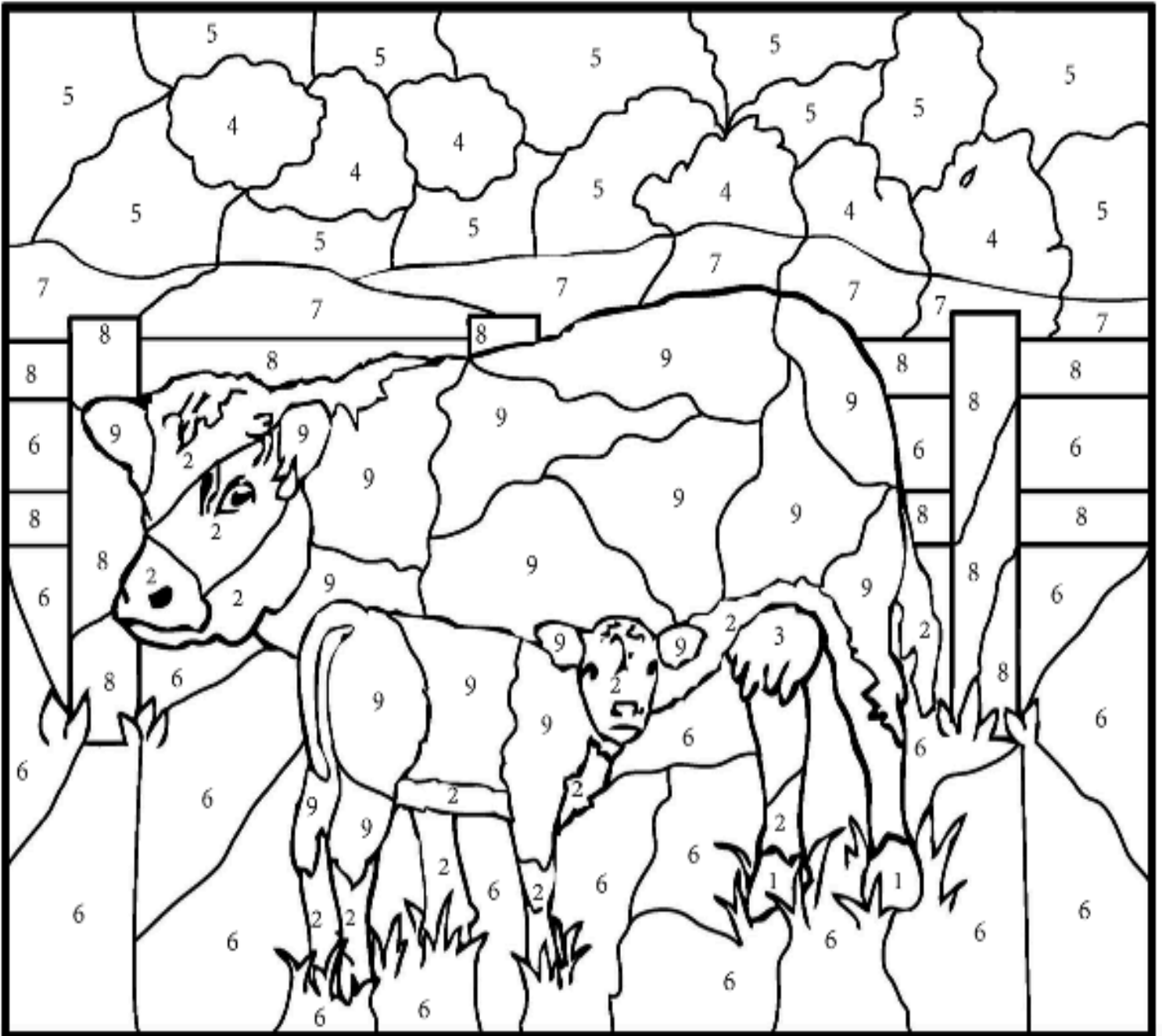
CAM the Ram and our friends at Colorado Beef Council want you to meet some beef producers from around the state. Scan the QR code to check it out!



# COW-CALF

## COLOR BY NUMBER

Below is a mother cow and her calf out on pasture picture from our friends at Colorado Beef Council. Color in each section using the matching color and number key provided!



### BONUS RESOURCE

Scan this QR code to access additional color-by-number activities.



# CELEBRATING DIVERSITY, IN

## In recognition of

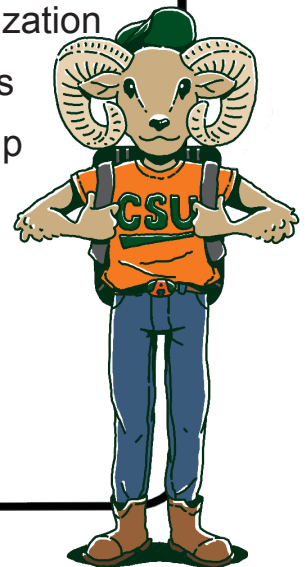
**The National Western Stock Show hosted the first Martin Luther King seeks athletes from the Bill Pickett Invitational Rodeo Association, Pickett Invitational Rodeo Association is comprised of African American athletes and expresses the significance of inclusion,**

Understanding and using vocabulary correctly during conversations surrounding **diversity** and **inclusion** is very important. These conversations aim to build a stronger human-kind and prevent the future **marginalization** of individuals. It is difficult to have these conversations when vocabulary is not commonly understood. Today as we celebrate Dr. Martin Luther King Jr. and his efforts for **civil rights**, YOU will be challenged to test your knowledge on some important vocabulary in the word search below!

A L M P N U N Q M J G U P O V  
V M A L E A D E R S H I P B S  
O M R P M U J R W O F L B G T  
E D G G F K S G Z S J C V V H  
H I I C C I N C L U S I O N P  
T V N V I I P Y F Q C H O S I  
D E A G T B V L Q N J S L L C  
O R L F U B C I M C M Y D M K  
X S I G N G Z Y L U M O Y L E  
T I Z R F I O F W R Y M S V T  
U T A A M A M E Q A I U K P T  
N Y T N S H E X Q K U G B G O  
T X I D B W W N Y G O K H N D  
O K O I A X J D Y E L F M T X  
D X N N D I Y T N J K I N G S

Find these terms in  
the word search!

1. marginalization
2. civil rights
3. leadership
4. inclusion
5. diversity
6. Grandin
7. King
8. Pickett



## Vocabulary

**Diversity:** The practice of including those of many backgrounds.

**Inclusion:** Providing equal access to opportunities for people of all backgrounds.

**Marginalization:** The continual action of treating individuals unjustly who have historically been blocked from resources and rights.

**Civil rights:** The rights of all citizens to political and social freedom and equality.

**Leadership:** the act of leading people or an organization. A leader has influence on others to achieve a goal.





# LEADERSHIP, AND INCLUSION AGRICULTURE

## Martin Luther King Jr. Day

**Jr. (MLK) Rodeo during the 100th anniversary in 2006. The rodeo named after the legendary African American rodeo athlete. The Bill athletes. This special day at the NWSS celebrates diversity in rodeo diversity, and leadership within agriculture.**

One of your words within the word search was **leadership**. Using the definition of leadership on the previous page to help you, draw or write some words to describe what leadership means to you in the box below:

**Now that we better understand the word leadership,  
let's talk about leaders!**

Just as Martin Luther King Jr. was a leader for civil rights, and Bill Pickett was a leader within the rodeo industry, today we can also celebrate leaders in the agricultural industry.

Learn about some leaders within our agricultural community in Colorado!

Dr. Temple Grandin and Dr. John Matsushima of Colorado State University, Mary Kraft of Badger Creek Farm and Quail Ridge Dairy, and Dave Demmerling and Roberto Meza of Emerald Gardens.



Mary Kraft



Dr. Matsushima



Dr. Grandin



Roberto & Dave

Scan the QR codes above to learn about how Mary Kraft and her family are leaders within their community and the dairy industry. Then hear personal stories and messages from Dr. Matsushima, Dr. Grandin, Roberto Meza and Dave Demmerling!



# CATTLE BRANDING

Cattle and ranching are important parts of the Colorado economy. With so much livestock in the state, how do farmers and ranchers know which cattle are theirs and not their neighbors?

## Cattle brands are a livestock's "return address."

In order for a rancher to prove that they own their livestock, they must put their "mark" (name) on it. Without the brand, a rancher can't prove that the animals belong to them!

It would be too difficult to put an entire name, so ranchers develop a brand that is a simple and unique symbol. All brands must be registered with the local government office for brand inspectors. No two brands may be identical. Brands typically use letters, numbers, shapes, and lines.

Branding is not required in Colorado, but the majority of livestock owners do brand their animals.

Colorado law defines a livestock brand as a permanent mark on the hide of an animal, which is registered with the Brands Division as a Colorado livestock brand.

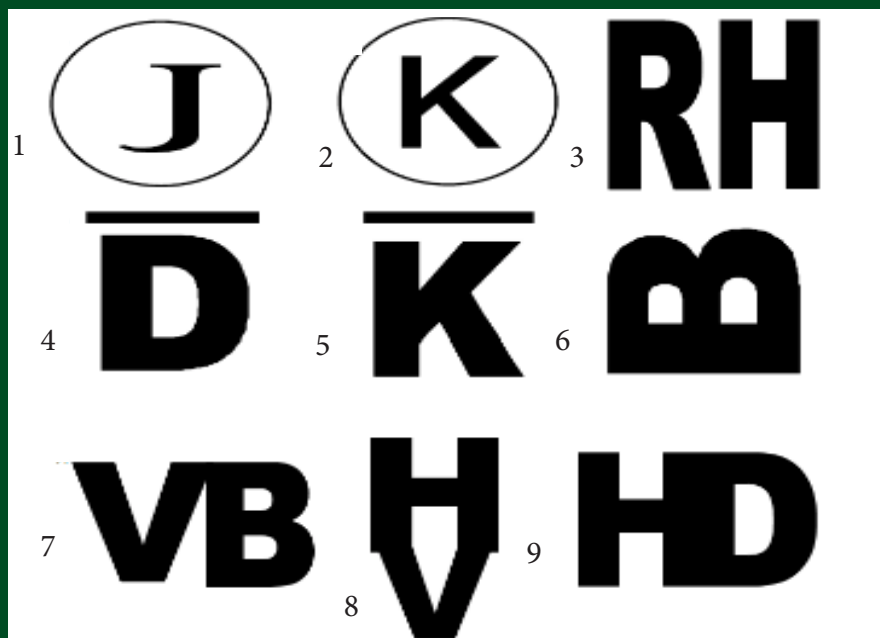
Livestock brands are treated by law as personal property and are recorded in brand deed books. These deeds can be transferred between people.

In Colorado, a brand can be placed anywhere on the animal.

There is a special way to read a brand, so that any rancher looking at another rancher's brand knows what it says.

### Reading a brand

1. Read from left to right    2. Then read top to bottom    3. Outside to inside



Answer Key  
1. Circle J  
2. Circle K  
3. RH  
4. Bar D  
5. Bar K  
6. Lazy B  
7. Connected VB  
8. Hanging HV  
9. Combined HD



# CREATE YOUR BRAND

## Materials:

Pencil, paper

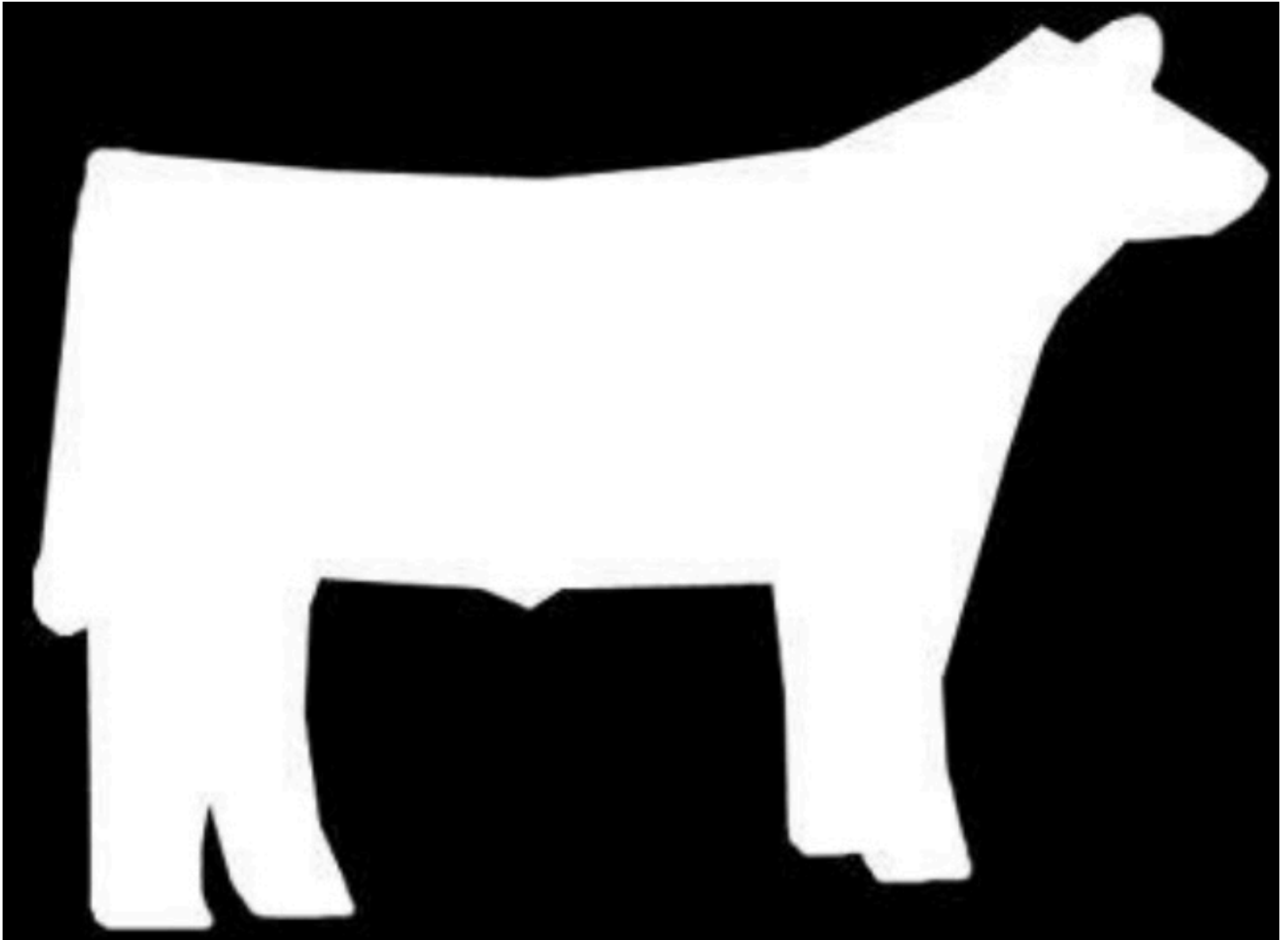
*Optional:* pipe cleaners, paint

## Directions:

1. Grab a piece of plain paper and a pencil.
2. Design a brand on your piece of paper. Remember, it needs to be simple!
3. Draw your brand anywhere by drawing on the steer below
4. Show your friends and family your brand and challenge them to read it correctly! *Hint: use the previous page for help.*
5. *Optional:* If you have pipe cleaners and paint, use the pipe cleaners to create a “branding iron.” For the handle, make a ring at one end of a pipe cleaner. Then, at the other end, form the shape of your brand.



6. After the branding iron is made, you can dip them into paint and “brand” the cow below.



# COLORADO CORN, WHEAT & MAD LIBS, OH MY!

**Part 1.** In the blanks below, choose a word for each part of speech.

**Part 2.** Read through the story, filling in your words for the blanks.

Part 1

Verb 1: \_\_\_\_\_ Noun 1: \_\_\_\_\_

Verb 2: \_\_\_\_\_ Verb 3: \_\_\_\_\_

Adjective 1: \_\_\_\_\_ Adjective 2: \_\_\_\_\_

CAM the Ram is on a drive in NE Colorado. "Wow!" he thinks. "**Corn and wheat**, I don't know what they are used for. I'll use coloradocorn.com and the coloradowheat.org to find some answers!"

Corn is a diverse crop with many types. The most **common** corn grown in Colorado is **dent corn**, mainly used in **animal feed** and found in 4,000+ products including biofuel and biodegradable plastic.

"Interesting," he thinks. His search continues. "**Popcorn!**" he  's. He also reads about **flour corn** which is used to make flour and has lots of **starch** in it.

Part 2

CAM sees his favorite type of corn: **sweet corn**. CAM loves eating it on the **cob** while he  in the summer.

Adjective 1

Verb 2

Finally, he finds **flint corn**, also known as Indian corn, comes in a range of **colors**.

"That's amazing," CAM says. "There are so many types of corn, I wonder if wheat is the same way." He looks up wheat classes and the six different classes surprises him.

CAM wants to know what kind of wheat is grown in **Colorado**. He finds the  here grow primarily **Hard Red Winter** wheat, used in general purpose **flour**, and **Hard White Winter**, used for Asian **noodles** and flat **breads**.

Noun 1

"What else is there?" he asks himself. Cookies, **pretzels** and crackers are made with **Soft Red Winter** he finds. **Pizza crust** and bagels are made with **Hard Red Spring** and cakes and **pastries** use **Soft White**.

Verb 3

"Interesting," he  's. "**Durum** is different, I like that it is used for **pasta**."

Adjective 2

CAM says. "**Corn and wheat**, these  crops are used for so many things!"



Check out this video demonstrating a fun activity from Ag in the Classroom on how a byproduct of corn makes biodegradable plastic!

**CAM's Cool Resources:**



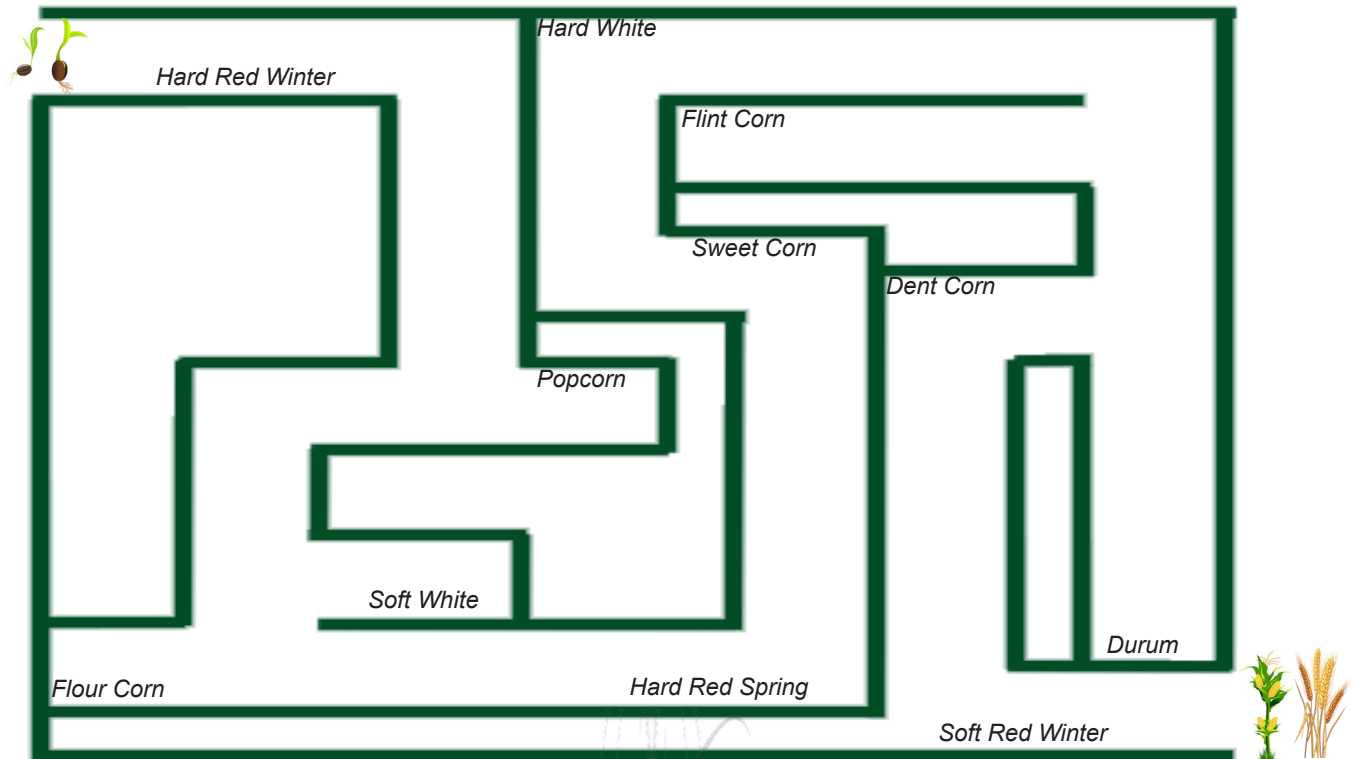


# PLENTIFUL GRAINS

**Help the seeds grow into strong plants!**

**First** solve the maize. **Then**, take on the Wheat Classes and Corn Varieties Challenge! Use the key words that you came across in the maize and Mad Libs story to help you complete the challenge.


**When finished**, share the cool facts about corn and wheat with family and friends.




## Wheat Classes & Corn Varieties Challenge

 This wheat is used to make flour:

H \_ \_ \_ - \_ \_ \_ - W \_ \_ \_ \_

 If you like cake, this is the wheat for you:


S \_ \_ \_ - \_ \_ \_ \_ e

 Croissants are made from this wheat:


\_ \_ \_ d - r \_ \_ - \_ \_ \_ \_ \_ g

 Whole wheat bread is made from:

H \_ \_ \_ - W \_ \_ \_ \_

 This wheat is best for pasta:


D \_ \_ \_ m

 Cookies, crackers, and pretzels use:


S \_ \_ \_ - R \_ \_ - \_ \_ \_ t \_ \_

 This corn is used to pop!


\_ o \_ - C \_ \_ \_

 This corn is easy to grind for baking:


F \_ o \_ \_ - \_ \_ r \_

 Some like to eat this in the summer:


\_ w \_ \_ \_ - \_ o \_ \_

 This is also known as "Indian Corn":

\_ \_ i \_ t - \_ \_ \_ n

 Most produced, this is for animal feed:

D \_ \_ \_ - \_ \_ \_ n

 What is YOUR favorite kind of corn?

\_\_\_\_\_

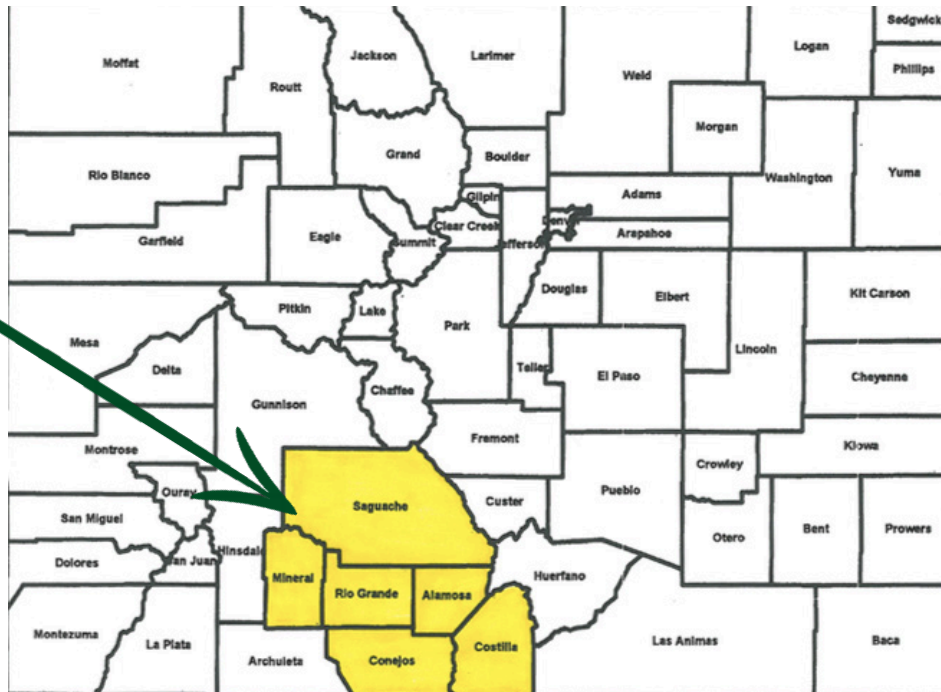


# COLORADO POTATOES

## Grown in Potato paradise: The San Luis Valley

Tucked away in the southern part of Colorado, the San Luis Valley is the perfect oasis for the production of potatoes. Between the high elevation sunshine, mild summers, cool nights, mineral rich soil, and abundance of snow melt, these tubers have the opportunity to grow into a large nutritious food for us to eat!

**San  
Luis  
Valley**



## There are over 70 varieties of potatoes grown in Colorado.

Colorado potatoes, America's favorite side dish, come in all shapes, colors and sizes!

**Russet** varieties, the most popular of the Colorado potato crop, are oval in shape and have brown colored skin.

**Yellow** varieties can come in all different shapes! Despite differing in shape, they all have a yellow skin and flesh. You might be familiar with the Yukon Gold potato which is of the yellow variety.

**Fingerling** varieties, tend to be the smallest of the bunch, ranging from 2-4 inches long. Fingerling potatoes can be red, orange, purple or white.

**Red** varieties including the Colorado Rose, have a red skin to them. Alongside Russet, this variety is considered to be a great baking potato!

**Other** varieties include All Blue, Midnight Moon and many more! You can easily identify them because of their blue skin.

## Potatoes are an inexpensive, nutritious food.

One serving of a medium size potato is generally only \$.25. In addition to being budget friendly, they store well. Keeping your potatoes between 45-50 degrees Fahrenheit in a dark, well ventilated area can result in a shelf life of a few months! Nutritionally, potatoes are a good source of potassium, vitamin C, fiber, iron, carbohydrates, calcium and several other essential minerals.

**CAM's Cool Resources:**

**Scan this QR code for some great potato recipes  
from the Colorado Potato Administrative**

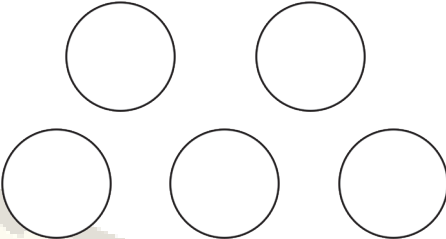



# TATER-TOT-TOE

**If playing with a partner, take turns picking a square to complete. The first to complete three in a row wins.**

**If you are completing this activity by yourself, try to get the four corners or three in a row.**

**Use the information on the previous page to help you!**

<p>In this box, draw YOUR favorite way to eat potatoes.</p>	<p>List one of the nutritional benefits of potatoes:</p>	<p>Potatoes can be colorful! Color in the circles below to show the variety of colors that potatoes can come in!</p> 
<p>Why is the San Luis Valley considered a potato paradise? Name three reasons below:</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<p>What is the ideal storage temperature for potatoes?</p>	<p>What is considered to be the favorite side dish in the United States?</p>
<p>Create a poem about potatoes. Recite it for a friend or family member!</p>	<p>Do some research, find a potato recipe for a new potato dish! Draw or write what that dish is below:</p>	<p>Below is a map of Colorado, where is the San Luis Valley? Color in the counties.</p> 



# CODE OF THE WEST

**Whether you are from the eastern plains, front range, western slope, or somewhere in between, anyone can be a Cowboy or a Cowgirl! Over these two pages, we will explore what it means to be a cowboy and a cowgirl! As you read along, insert the word COWGIRL, COWBOY, COWPOKE, or your NAME in the blank spaces to complete the pages!**

Something that \_\_\_\_\_ value just as much as a good horse is their character. Your **character** is a set of traits that defines you. Some examples include grit, attitude, and purpose. **Grit** keeps \_\_\_\_\_ motivated when times get tough and encourages a positive, “can do” **attitude**. Lastly, having a **purpose** means that there is intention behind one’s actions. \_\_\_\_\_ want to make their mark on the world and aim big!

\_\_\_\_\_ create a code to live by to aspire to have good character. Here a **code** refers to a set of rules for how to live. One of the most famous codes that \_\_\_\_\_ can follow is the “Code of the West.”

The Code of the West is best described as a set of “home spun” unwritten rules for \_\_\_\_\_ to follow. Although there are many versions of the Code of the West, below is one that we felt most applied to all our young \_\_\_\_\_!

## The Ten Principles of the Code of the West to have \_\_\_\_\_ Character:

1. **Live each day with courage.** The famous cowboy John Wayne once said, “Real courage is being scared to death but saddling up anyways.”
2. **Take pride in your work.** \_\_\_\_\_ aren’t afraid of hard work. They give it 100% effort and are proud of what they do.
3. **Always finish what you start.** \_\_\_\_\_ aren’t quitters. When things got rough on a trail drive, Cowboys were expected to give their all.
4. **Do what has to be done.** Do the right thing, even when nobody is looking, is the \_\_\_\_\_ way.
5. **Be tough, but fair.** \_\_\_\_\_ are tough as nails but demand fairness in all dealings! This is just like the Golden Rule: treat others how you want to be treated.
6. **When you make a promise, keep it.** Pokes of the Old West often said, “a (person) is only as good as (their) word.” Being honest and keeping a promise are qualities of \_\_\_\_\_ character.
7. **Ride for the brand.** A brand is a ranch’s trademark. The brand represents pride, stewardship, loyalty. To ride for the brand means to support, work hard for, and be loyal to those who are important to you.
8. **Talk less and say more.** By living by this principle, \_\_\_\_\_ are willing to show that they mean what they say through their actions rather than their words.
9. **Remember that some things aren’t for sale.** Some things in life are priceless. You cannot buy family, friends, memories and experiences.
10. **Know where to draw the line.** Just as fences draw the line between ranchers land, so must the \_\_\_\_\_ learn to draw the line between right and wrong.



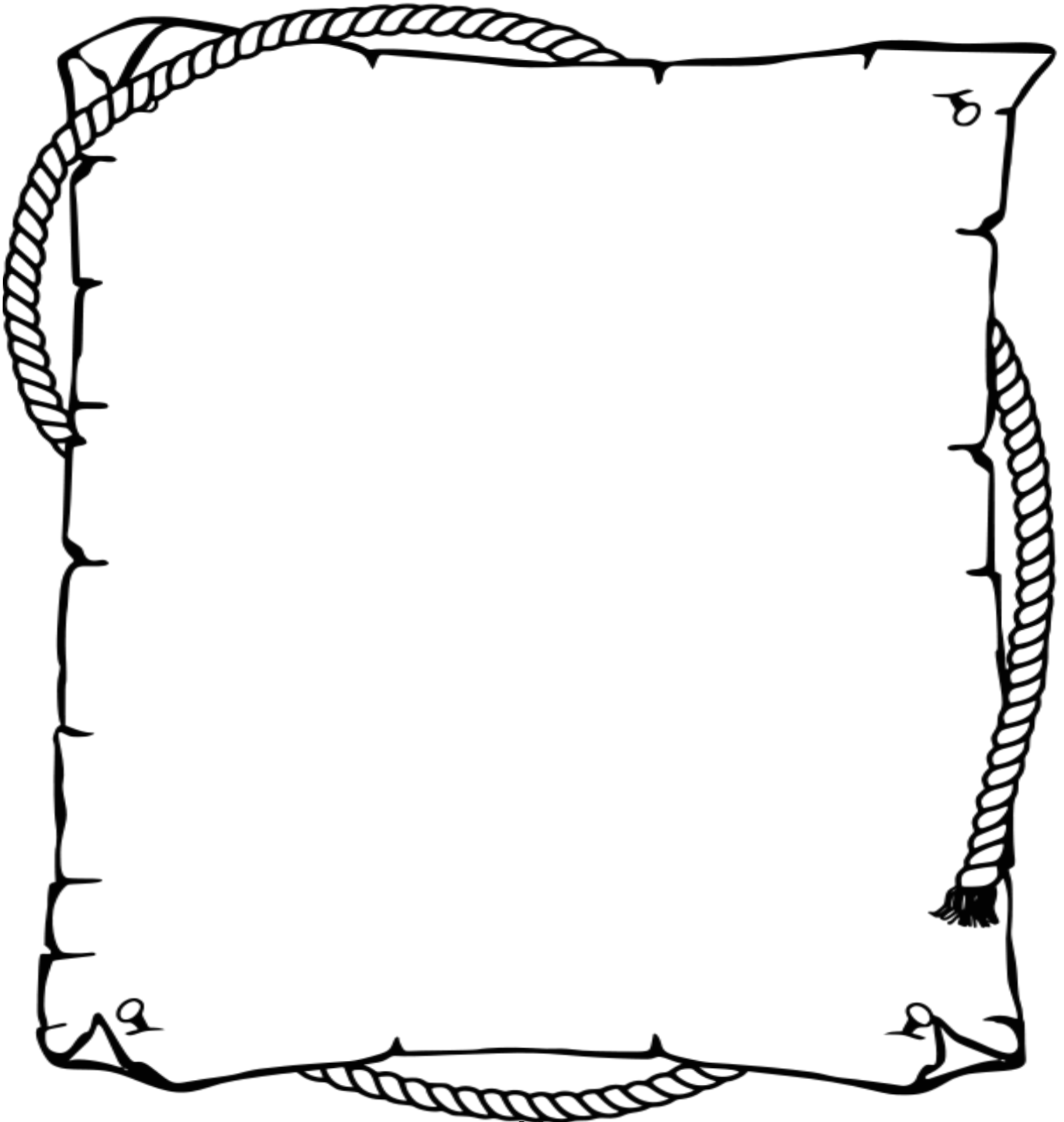


# CREATE YOUR CODE

**Pretend that you are out on the range and have just learned about the Code of the West as all the best Cowboys and Cowgirls do.**

Now it is time to create your own code to live by. To help you get started, think about some of your favorite Code of the West principles.

**Don't forget to name your Code so you can share with others!**



# THE AMERICAN RODEO

The skills of the old American cowboy evolved into the competitive scene that we call rodeo today. Many agree that the sport of rodeo was born in **Deer Trail, CO** in 1869, when two groups of cowboys from neighboring ranches met to settle an argument over who was the best at performing everyday cowboy tasks. Until the early 1900s, rodeos remained relatively informal contests of skill. **The Colorado A&M Aggies** hosted its first collegiate campus rodeo in 1922. **The Rodeo Association of America** was formed in 1929.

**National Western** held its first rodeo in 1931, and is recognized as one of the best rodeos in the world. In 1936, the first true national cowboys' organization emerged, known as the **Cowboys' Turtle Association**. This name was a testament to being slow to act from the nearly 70 years that had passed from rodeo's origins to a creation of a truly



formalized organization. In 1945, the Turtles became the Rodeo Cowboys Association, which has evolved into the **Professional Rodeo Cowboys Association**. The establishment of the **Women's Professional Rodeo Association** followed. By the 1950s Colorado A&M hosted the first National

Intercollegiate Rodeo Association sanctioned rodeo, the **Skyline Stampede**, a tradition that still continues today.

Cowboys will travel thousands of miles a year competing in rodeos. The pinnacle of rodeo ends at the **National Finals Rodeo (NFR)**. The top fifteen competitors, based on annual winnings, compete to win buckles, money and bragging rights of a world championship. Rodeo's major events are a showcase of good horsemanship and cowboy athleticism and fall under the categories of **roughstock** or **timed events**. Roughstock consists of bareback, saddle bronc and bull riding. Using one hand, the cowboy must stay aboard the roughstock animal for eight seconds.

In timed events, cowboys and cowgirls compete against the clock, as well as each other. These events include steer wrestling, team roping, tie-down roping, barrel racing and breakaway roping. All of these events we know and love today can be traced back to the days of the Old West in the 1800s. The ranching lifestyle refined rodeo to a unique culture, one that has been passed down for generations.



# IT'S RODEO TIME!

## WORD SEARCH

Using the word bank, find all 15 rodeo terms within the word search!



BREAKAWAY  
DEER TRAIL  
ROUGHSTOCK  
STOCK SHOW  
BARREL RACE  
OLD WEST  
COWBOY  
ROPING  
RODEO  
AGGIES  
TIMED EVENT  
HORSE  
SKYLINE  
BAREBACK  
COWGIRL  
BULL RIDING



PRCA



### CAM's Cool Resources:

Check out these QR code to stay updated on the 2021 Skyline Stampede Rodeo, and upcoming PRCA events!



Skyline Stampede





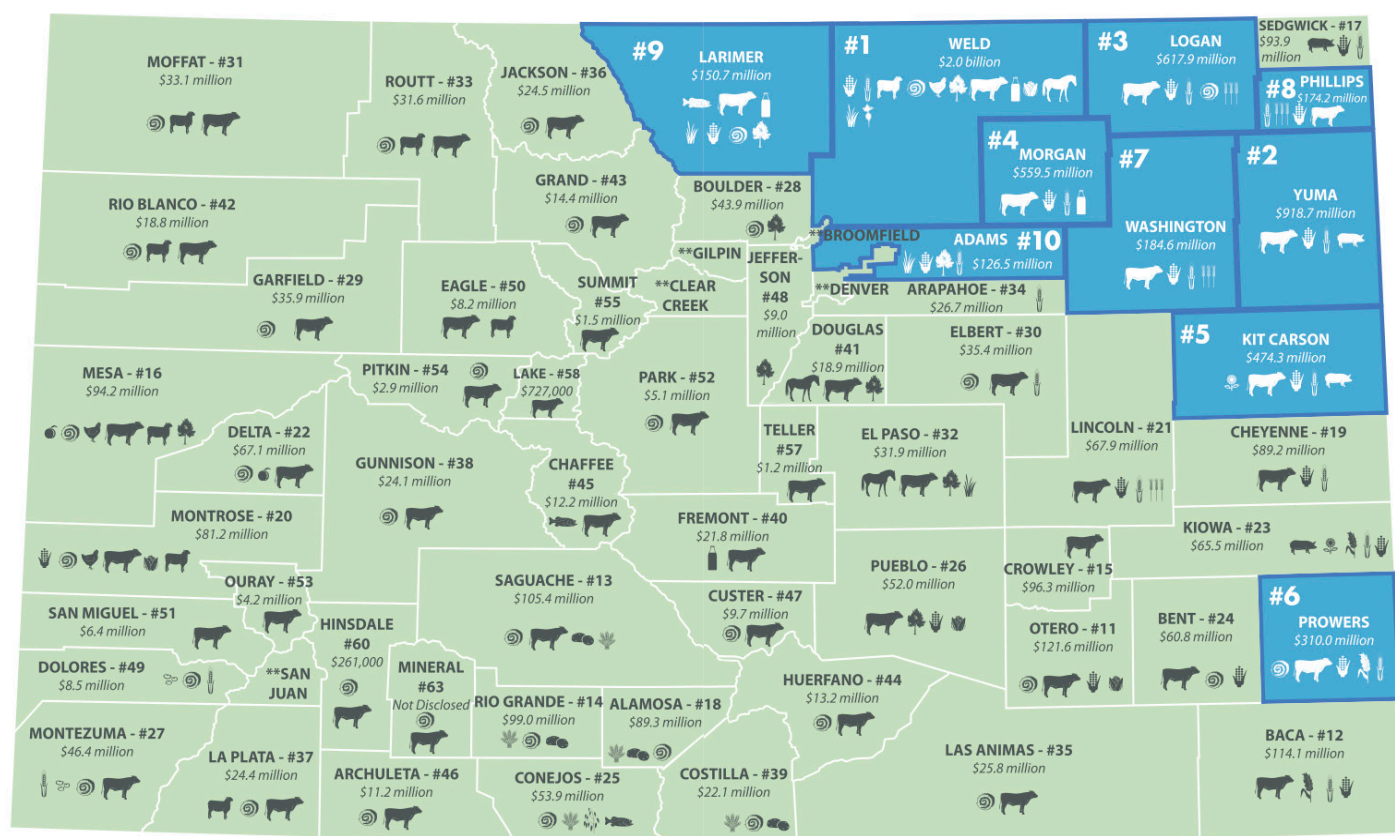
# CELEBRATE COLORADO

## AGRICULTURE

**Can you help the CAM and the detective discover the clues and solve their investigation?**

CAM the Ram is helping Dr. Ramirez, an agricultural investigator for the United States Department of Agriculture (USDA) in the state of Colorado. He is doing research on Colorado's top commodities and wants to know what the number one agricultural commodity in this great state is.

On the next page, you have been given six riddles you can use to find clues that will aid in their investigation. Use the USDA Colorado Commodity Map below to answer the questions and get the clues necessary to solve the investigation!



- Aquaculture
  - Barley
  - Cattle
  - Corn
  - Dairy
  - Dry Beans
  - Fruits
  - Hay
  - Hogs
  - Horses
  - Millet
  - Nursery
  - Oats
  - Poultry & Eggs
  - Potatoes
  - Sheep
  - Sod
  - Sorghum
  - Sugarbeets
  - Sunflowers
  - Vegetables
  - Wheat
- \*\*#56 DENVER Not Disclosed**  
**#59 BROOMFIELD \$613,000**  
**#61 GILPIN \$216,000**  
**#62 CLEAR CREEK \$174,000**  
**SAN JUAN Not Available**

**BLUE AREAS**  
are top ten agricultural counties in Colorado.

\*Value of agricultural products sold by county. Data from 2017 Census of Agriculture, USDA.



Scan this QR code for a digital copy of the map above!





# CLASSIFIED COMMODITIES

1. Other than cattle, what commodity do all the top ten counties have in common?

--	--	--	--

2. The San Luis Valley includes six counties: Saguache, Mineral, Rio Grande, Alamosa, Conejos, and Costilla. Of these, four counties are major producers of the main commodity this valley is known for. What is this commodity?

--	--	--	--	--	--	--

3. What is one of Mesa County's top commodities?

					S
--	--	--	--	--	---

*Hint: What food product are peaches classified as?*

4. Which of the top ten counties has sunflowers as its top commodity?

--	--	--	--	--	--	--	--

COUNTY

5. Which county has the most agricultural cash receipts (brings in the most money)?

--	--	--	--

COUNTY

6. Baca County, in southeastern Colorado, has \_\_\_\_\_ listed as a major commodity?

--	--	--	--	--



## FINAL INVESTIGATION

*Congratulations on solving the clues! You are now a Junior Ag Investigator! For this final investigation, you must use the letters in the shaded boxes of each previous answer to finally solve this case.*

"What is Colorado's number one agricultural commodity?"

--	--	--	--	--	--

DR. RAMIREZ NEEDS TO PUBLISH HIS FINDINGS IN AGRICULTURE SCIENTIFIC, AND HE NEEDS YOUR HELP! DRAW A PICTURE OF THE DISCOVERY SO THAT IT CAN ACCOMPANY HIS FINDINGS IN THE PUBLISHED JOURNAL ARTICLE.



# SHOW WHAT YOU KNOW

What did you learn about Colorado agriculture and the National Western Stock Show because of this Adventure Guide?

What was your favorite thing to explore within this Adventure Guide?

Why is it important to share what you have learned about agriculture and natural resources with your friends and family?

How will you be a leader within your community? Write a letter, poem, or a short story to describe how below.

*Ready to become a Junior Ag Ambassador? Share your pages with us using the link or mailing address on page 5!*



# ACKNOWLEDGEMENTS

## **Project Leadership:**

Shelby Rich  
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National Western Stock Show

Jenny Bennett  
Agricultural Literacy Outreach Coordinator  
Colorado State University Agricultural Education

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Christy Schuster  
Graphic Designer  
Colorado State University Advancement Marketing & Communications

## **Cover Page Photograph:**

National Western Stock Show

## **Adventure Guide Graphic Design:**

Sarah Appel	Jenny Bennett
Graduate Student Teaching Assistant	Agricultural Literacy Outreach Coordinator
Colorado State University Agricultural Education	Colorado State University Agricultural Education

## **Thank you to the following individuals and organizations for their collaboration on this year's Adventure Guide:**

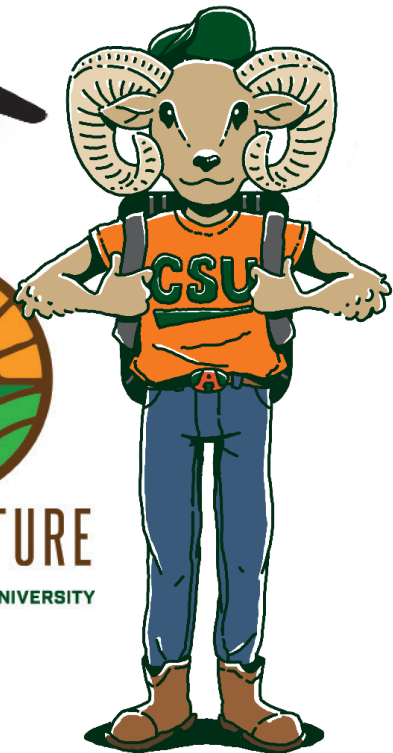
Barbie Garnett, CSU Extension Agent, Park County  
Cindy Staheli Pearson, Loma Elementary School | Colorado Beef Council  
Colorado Corn Administrative Committee | Colorado Department of Agriculture  
Colorado FFA Association | Colorado Foundation for Agriculture  
Colorado Potato Administrative Committee | Colorado State University Alumni Association  
College of Agricultural Sciences Ag Ambassadors | Colorado Wheat  
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Sarah Appel | Casey DeField | Toni Gross | Joelle Jelosek  
Jo Smeby | Kristen Sublette | Malei Tipton | Korina Wright



**WE LOOK FORWARD  
TO SEEING YOU NEXT  
YEAR AT THE 115TH  
NATIONAL WESTERN  
STOCK SHOW!**



**AGRICULTURAL EDUCATION**  
**COLORADO STATE UNIVERSITY**

**For a complete list of materials and resources used to create this activity guide, please email [camsacademycsu@gmail.com](mailto:camsacademycsu@gmail.com).**