



Queen of Hearts: Youth Herd Builder at the 2025 Alberta Hereford Showcase
Held at Westerner Park – Red Deer on Saturday, November 15th, 2025
No entry fee, pre-registration is required

- All donated Queen of Hearts heifers are born in 2025.
- 18 (or more) Will be F1 Hereford Cross Heifers including:
 - Hereford x Black Angus
 - Hereford x Charolais
 - Hereford x Simmental
 - Hereford x Red Angus
- 2 Purebred Registered Heifers
- 14 (or more) commercial based youth will be entered to win a F1 or purebred heifer calf
- Purebred based youth will be entered to win two of the heifer calves
- 3 will be auctioned off live where the first successful bidder will not reveal their choice until all three lots are sold. The first successful bidder will then choose their heifer followed by the second-place bidder and third. Last year the 3 heifers were preselected by the Showcase committee in advance and then auctioned off at the end of the lottery give away.

Who is Eligible?

- Youth ages 9-18 (as of November 15/25)
- All youth wishing to participate in the Queens of Hearts event **must**:
 - register in advance,
 - check-in on the day of the event to be entered into the lotteries,
 - be on-site when the heifers are drawn.
- All youth from commercial or 4-H backgrounds will be sorted into random groups
- If a youth comes from a family who sells registered Hereford bulls, they will be randomly placed into one of two registered groups
- Once the 3 auctioned heifers are chosen the heifers will be drawn for (Left to Right) as to not single out a heifer as “last pick”
- One name will be chosen from Group “1” and they will come down for a photo presentation with their heifer (Price Is Right Style). Then move onto Group 2... etc.

What happens if I win a heifer?

- Youth who win the heifers must report back to the original owners once or twice a year reporting on the progress (breeding, calving, etc).
- These heifers are strongly encouraged to attend the AHA Junior show, the junior show at the Alberta Hereford Showcase and if they wish, there are also Hereford Influence classes at Synergy and Bashaw.
- These heifers may be displayed at the AJHA show pen style as some of the winners may not be interested in a hair show.
- If winners are unable to attend a show, a short video presentation of their heifer and their progress updating the AHA and breeder of the progress will suffice.
- This can include; breeding information, feed plans, key things learned etc.
- The AJHA will have a futurity class strictly for these heifers to follow the heifers along.

To participate in the Alberta Hereford Showcase’s Queen of Hearts, you must pre-register.
Registration opens August 4, 2025 on AssistExpo: <https://www.assistexpo.ca/alberta-hereford-showcase>