

***The Nueces County Junior
Livestock Show 1936 – 2016***

Eighty Years of Agricultural & Youth
Development Services for the
Betterment of Nueces County, Texas

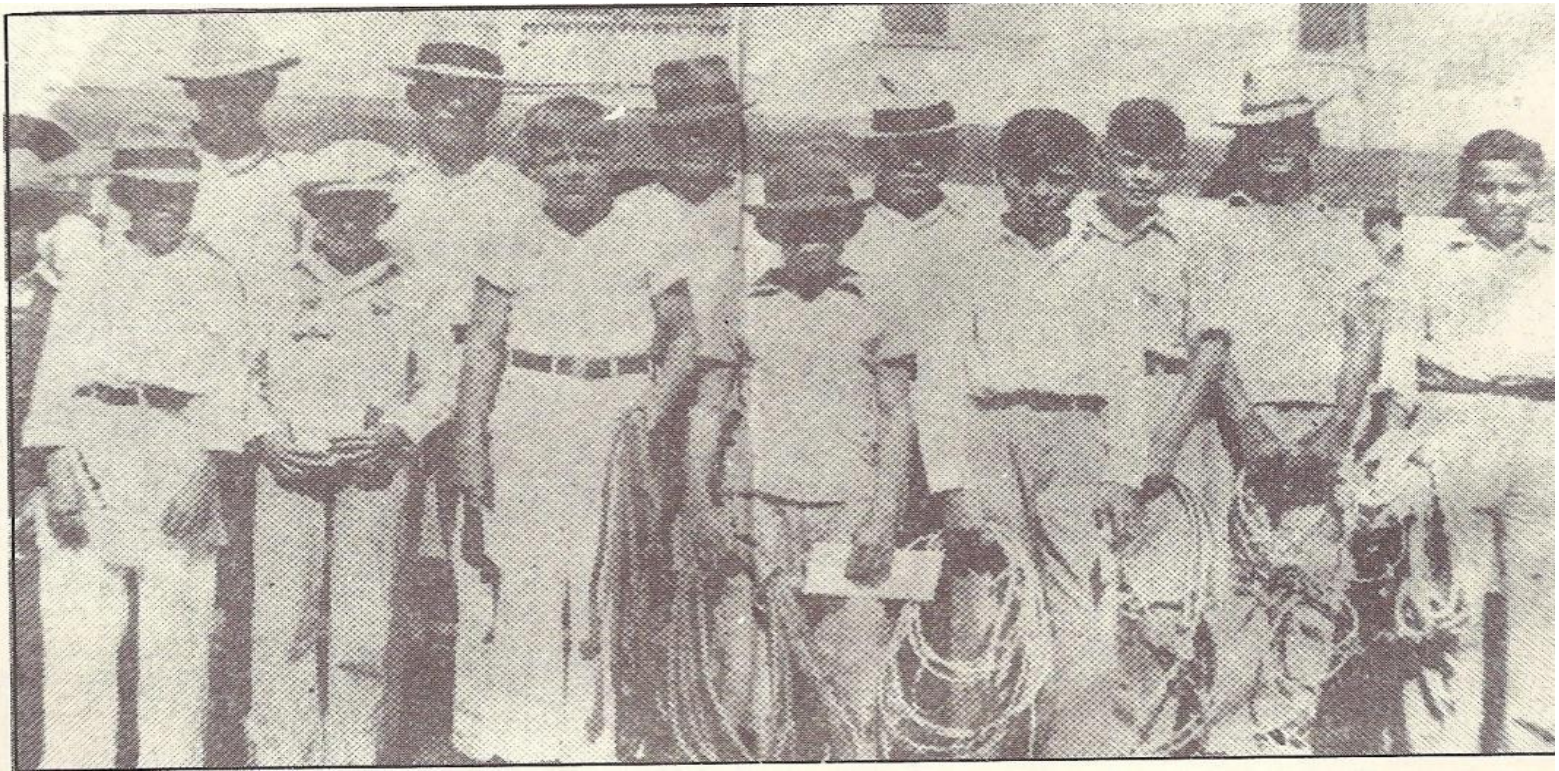
Our Mission :

“Developing Youth Through Hands - On Agricultural & Homemaking Project Work

Our Annual Goal:

Providing youth involved in 4-H, FFA, & FCLA organizations in Nueces County, Texas with an opportunity to exhibit their project work and have it evaluated and ranked in a fair and impartial manner as to overall quality and market desirability.

In addition, we provide those youth producing projects meeting designated quality standards with rewards for their efforts and achievements by presenting ribbons, prizes and auction sale opportunities.



It all began in 1936 with these 14 boys involved in the Nueces County 4-H Beef Club supervised by Mr. W.M. Sellers, County Farm Agent



In 1939, County Agent, Tom Easely, selected a group of uniform Hereford steers at a cost of \$28.50 per head from the Knight & Jackson Ranch. Violet area boys, shown here, were ready to draw for the calves they would feed.



• Leon Bernsen, Sr. with his 1939 Hereford steer. Ten years later Leon would be a part of the Show Barn Trustees who raised funds to buy land for the show's new home.

Hereford Cattle Were The Most Popular Beef Breed In Texas from the 1920's to the 1960's



- The first steer projects were secured from the Weil Brothers Ranch in Jim Hogg County.
- In 1939 Hereford steer calves were purchased from the Knight & Jackson Ranch and averaged \$28.50 per head.

Herefords Continued to Dominate the Winners' Circle of the Steer Show into the Mid -1970's





In 1941, Robstown Chamber of Commerce Members donated prize money for awards based on the grade of the animals that were raised and exhibited by the 4-H boys.

Outstanding Cattle & Cattlemen Produced



- Pete Emmert (left) was a 4-time NCJLS Champion exhibitor with 3 Grands and 1 Reserve Grand Champion steer between 1943 and 1946.
- Emmert obtained Animal Science Degree from Texas A & I.
- Then managed King Ranch's Brazil Cattle operation
- Later retired as Manager of Chaparosa Ranch at La Pryor, Texas



In 1938 a Swine Show was held for the first time. It proved to be a popular addition and a more affordable project than steers.



4-H boys learned that pigs grew rapidly when given a balanced ration of grains and exercise .



In the late '40's County Agents started a swine improvement program sponsored by State National Bank of Robstown. The program gave quality Duroc breeding gilts to 4-H & FFA students in a effort to enhance the quality of Nueces County market swine. It proved to be a successful endeavor that continued for two decades.



Poultry was added in 1945 with a capon show. Jimmy McCain (center above), of Banquete FFA exhibited the Grand Champion capon in 1953 & 1954.

Market Lamb Projects Added In 1947



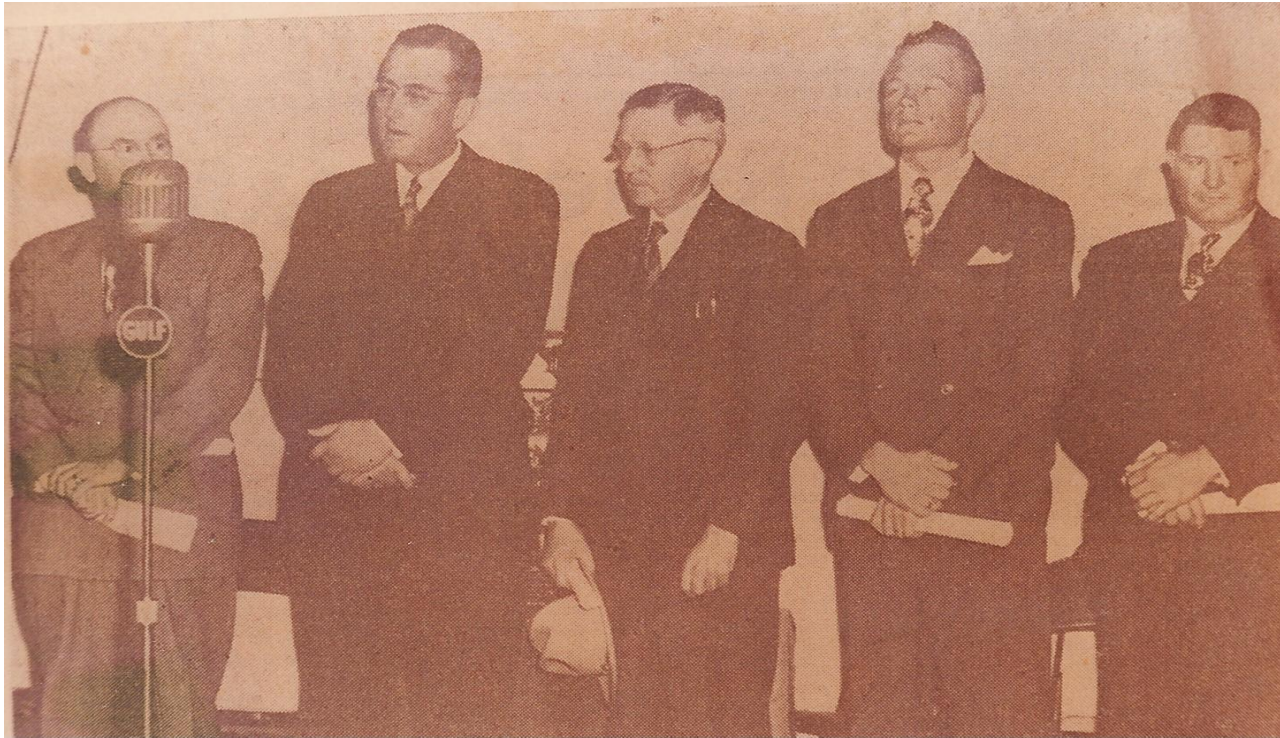
- Franklin Raska of the Banquete FFA exhibited Southdown lambs during the late 1950's & early 60's.
- In 1965 a special "Other Breeds Division" of the Lamb Show was created with a separate Champion due to the dominate winning trend of the Southdown breed.
- Franklin later became Sales Manager for John Deere Equipment at Robstown Hardware Company.



Shows in the late 1940's were held under the Big-Top Tent. The last tent show was held in 1948 when heavy rains flooded the show ring and stalls .



- In 1948 the County 4-H program worked hard to involve more females in the livestock show with the “Girls Feed Too” promotion. That year only 10 of the 72 steers & one of 26 pigs were exhibited by girls. In 1949 Laura Studer became the first female to exhibit a Grand Champion. She repeated that honor in 1950 with another lamb project.



In 1948 – 49 community leaders raised funds to purchase 5 plus-acres of land in Robstown to have a permanent home for a new show barn.



A metal building was constructed during the winter of 1949 at a cost of \$50,000. The first livestock show was held at this location on Feb. 15 & 16, 1950. The site would receive several expansions over the years to accommodate for show growth. It served as NCJLS's home for 56 years.



A Jersey Dairy Cattle Show was added in 1948 and grew rapidly in the early 1950's after the new Show Barn was constructed.

The Jersey Dairy Cattle Division was part of the NCJLS Show from 1948 through 1971



- The Jersey Dairy heifer project had good participation during the 50's and through the mid 60's. It met its objective of supplying higher quality cows to small dairy herds in the county.
- By the late 60's low milk prices and stiff regulations forced smaller dairy operations out of business and the Dairy Show was discontinued.



- **Family members assisting one another with livestock project activities has contributed to stronger work ethics and greater family unity.**



In 1955, show entries grew to over 400 and a new 130' x 75' arena with grandstand seating for 2,000 and adjacent exhibit & stalling barns were added to the north of the original structure. County Judge, John Young, was instrumental in getting this major expansion completed. The new arena was used as a show ring & auction floor during the Livestock show. This was also the first indoor rodeo & horse show arena located south of San Antonio and quickly became a favorite location for Youth Rodeo and Quarter Horse Show events in South Texas.

Lambs became popular with younger female exhibitors during the 1950's & 60's



- Lambs – A great family project
- Here, older brother Billy Joe Ordner, holds a lamb while the 4-H Agent shows proper hove-trimming methods.
- Younger brother, Belo, won Grand Champion in 1959.



- ***SHOW ALUMNI GIVING BACK :***
- As an adult, Jimmy McCain served for numerous years as the Swine Committee Chairman and also NCJLS's General Superintendent during 1976 and 1977.
- He is just one of hundreds of examples.

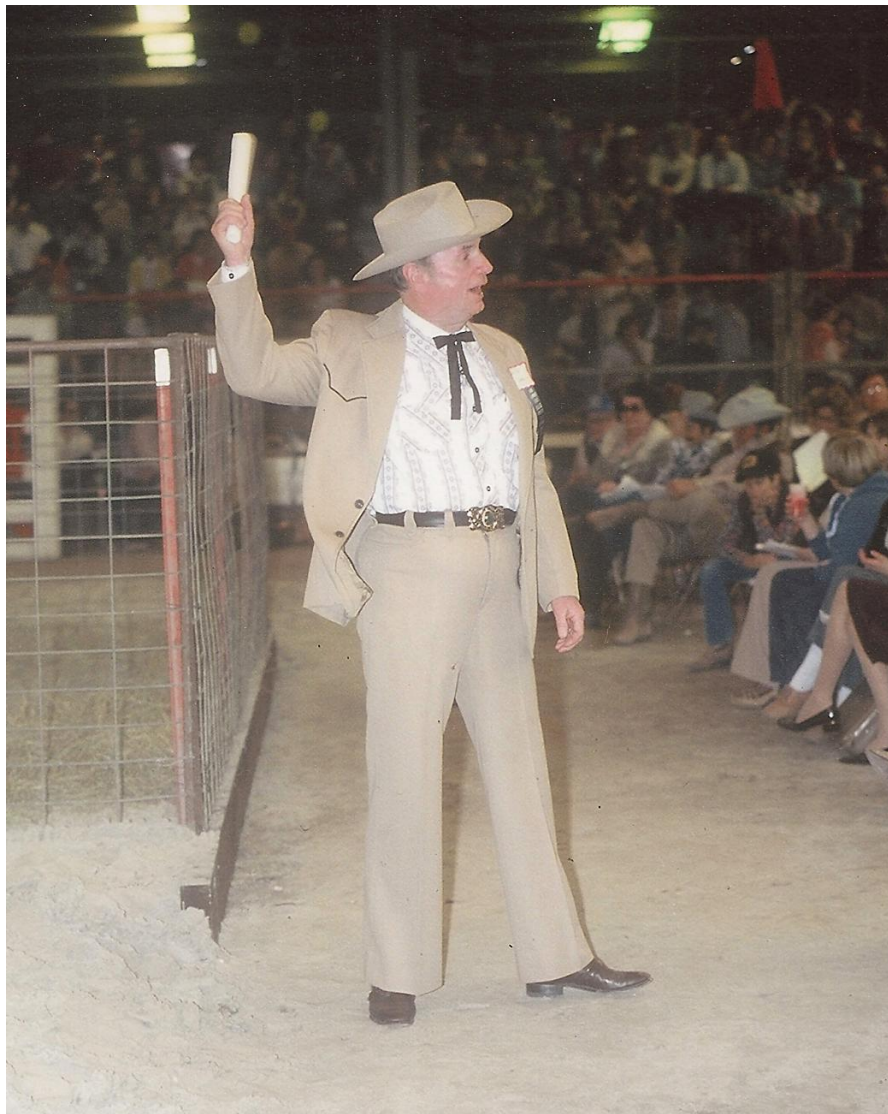


- *Show Alumni Giving Leadership to NCJLS is a Tradition*
- Peter Tishler (far left), Tom Kocurek (middle in black hat), and Allan Pollard (far right) were all part of the Swine Committee in the 80's & 90's. Pollard served as NCJLS President in '91, Kocurek was General Superintendent 1978 & 1979; & Tishler served as General Superintendent 2009 - 2013.

Don Ermis-NCJLS's Longest Serving General Superintendent – 1989 to 2008



- Don Ermis is a prime example of a NCJLS Alumnus who became a life-long show volunteer.
- 20 years as General Supt. and still involved with the Auction Buffet Committee



- **Involving Community Leaders**

Just One Example:

- **Doc Laird**

Refinery Executive and former Corpus Christi Port Authority Commissioner worked long hours for years as a volunteer bid spotter at the annual Blue Ribbon Project Auction

Other Show Project Divisions & Contests

- Rabbit Division – Market and Breeding Classes
- Poultry Division -Turkey & Broiler Shows
- Horse Show
- Homemaking and Arts & Crafts
- Ag Mechanics and Handicrafts
- Market Goats
- Breeding Sheep
- Breeding Beef Cattle
- Steer Carcass Contest
- Livestock Judging Contest
- Welding Contest
- Queens Contest



Richard M. Borchard Regional Fairgrounds

“New home of the Nueces County Jr. Livestock Show”

The first event in this 21million dollar multi-purpose facility was the 71st Annual NCJLS that began its 7-day run on Jan. 13,2007 with over 2,000 youth projects exhibited.

NCJLS's Scholarship Program

- Started in 1983 with one \$500 award winner
- Grown into one of the largest youth scholarship programs in Nueces County
- From 1983 through 2016 \$1,237,550 awarded to over 528 high school graduates to offset costs of higher education
- From 2012 through 2016, a total of \$400,000 awarded to 120 students who met the basic qualifications for scholarship awards