



State O'Rama

Livestock Sales Talk

Contestant Name: _____

Judge's Number: _____

Evaluation Criteria	Judge's Comments	Score
<p>Animal Knowledge</p> <ul style="list-style-type: none"> • How well does the contestant know their project? • Was the pedigree/genetics/performance information well articulated? • Were phenotype comments accurate? 		Out of 25 points
<p>Poise and Delivery</p> <ul style="list-style-type: none"> • Was the contestant professional? • Was the contestant able to communicate effectively? • Did the contestant make sufficient eye contact? • Was the contestant knowledgeable when answering questions? 		Out of 25 points
<p>Effectiveness of Pitch</p> <ul style="list-style-type: none"> • Was the pitch realistic? • How convincing was the pitch? • Was the contestant confident in their animal/pitch? 		Out of 25 points
<p>Organization</p> <ul style="list-style-type: none"> • Did supporting materials benefit the pitch? • Was the contestant's time used effectively? 		Out of 25 points

5 point deduction (each) will be assessed on the total score for (1) going over/under the 5-8 minute allotted time, (2) not submitting photo/video by the deadline, or (3) for including inappropriate material in the pitch (swag, business promotion)

Deductions: _____

Total score: _____