

Missouri Cattlemen’s Association Research Poster Session Guidelines

Updated August 2024

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Goal

The goal of the Missouri Cattlemen’s Association (MCA) Poster Session is to share research-based strategies with stakeholders to improve the beef industry.

Poster Submission Requirements

Posters are accepted in four categories: Human Nutrition from Beef, Preharvest Safety, Product Quality of Beef and Beef Sustainability. Poster abstracts should report a completed idea, research, concept, or idea that has not been previously presented at the national level. Posters topics should be of significant interest to cattle producers and consumers.

Research Category

Posters must be submitted in one of the following categories: Human Nutrition from Beef, Preharvest Safety, Product Quality of Beef or Beef Sustainability.

Submissions must directly relate to the category submitted. Editors may switch categories or remove a project if they determine the study objective does not fit in the category. Only one poster submission per lead author in each category will be accepted.

Abstract Format

Use the format in Appendix C. A properly formatted submission will meet the following format criteria:

- Page 1: A cover page following the format in the appendix of this document. The cover page will contain the title, author(s), institution, contact information, and the type of submission (research category). The title used on this page should be the same title used in the proceedings.
- Page 2-3: The abstract narrative will not exceed two pages
- Page 4: The references will not exceed on additional page.
- Page 5: the infographic will not exceed one page
- The total submission will not exceed five pages
- The abstract narrative will begin with the title of the poster. The abstract will be formatted with 1” margins, single spaced, and use a 12-point type (Times recommended).
- All other formatting will follow current APA style.

- To facilitate a blind review, the author’s name or other significant identifying information should not appear in the two-page abstract narrative.
- Identifying information should also be removed from the document “properties” before submission.

Note: Due to time limitations, revision to abstracts will not be allowed. Authors should assume that the submitted abstract will be published “as is” if accepted.

Submission Information

Authors should expect that any information provided on this submission form could be published for beef promotion and research for consumers. The Committee will not be responsible for entry of the wrong type, misspellings, author order, and author omissions.

The poster abstract should have these headings/sections when appropriate:

- Introduction/need for research
- Conceptual or theoretical framework
- Methodology
- Results/findings
- Conclusions
- Implications/recommendations/impact on profession
- References

Acceptance Criteria and Review Process

Abstracts will be individually reviewed and ranked separately by category using the form found in Appendix A. There is no fixed number of posters to accept in total or within a specific category. The number of posters accepted will be determined by the Committee based on the quality of the submission and the space available for display.

A “call” will be issued at least two months prior to the abstract submission deadline with the submission requirements, submission method, and the submission deadline. An anticipated date for notification will also be included. A second “call” will be issued one month prior to the submission deadline. (Please see model timeline below)

Reviewers will be selected by the Missouri Cattlemen’s Association and Missouri Beef Industry Council staff. Preference will be given to reviewers who have not submitted a poster.

Poster abstracts will be processed by the editor for review by removing the coversheet and checking for any identifiable data. No other formatting will be performed.

Poster abstracts not conforming to the required submission guidelines or format may be rejected by the editor prior to the review process. Abstracts not submitted by the submission deadline may not be accepted.

Scoring

Each poster abstract should have three reviews. Each reviewer should review five or more abstracts to establish a reasonable reviewer Z score. The editor will calculate a Z score for each review for each poster and will calculate a mean Z score. Poster acceptance for each category will be determined by ranked Z score. The Committee may also use the reviewer's comments in determining acceptance.

Submitting authors will be notified and reviews made available at the completion of the review process. The Committee may allow editing of the accepted abstracts for the proceedings. If revisions are allowed, authors will be notified with a due date in the acceptance communication. The Committee will include in the Committee report, the names of the reviewers, the number of poster abstracts submitted and the acceptance rate.

Model Timeline

Activity	Date
First Call	Oct 1, 2024
Second Call	Nov 1, 2024
Submission Deadline	Dec 1, 2024
Review Deadline	Dec 30, 2024
Author Notification	Jan 2, 2025
Convention	Jan 17, 2025

Poster Abstract Judging

Reviewers will use the rubric from Appendix A for scoring abstracts. Reviewers (and authors) should consider the following:

- Posters abstracts are limited to two pages so authors will need to be concise in their writing.
- Poster abstracts should demonstrate significance to cattle producers and beef consumers.
- Poster abstracts should be written so they can be easily understood by reviewers and convention attendees who may not have deep expertise in the area.

Reviewers should make constructive comments that will help the author improve future submissions.

Proceedings

Accepted poster abstracts will be showcased at the Missouri Cattle Industry Convention and Trade Show, which are posted on the Missouri Cattlemen's Association website.

Presentation

Posters will not exceed 48" x 48". Note: This limitation is based on the commonly used 4'x8' foam board. Authors must be present during the judging period to receive a score. Scoring will use the rubrics attached in the Appendix. Judges will have access to the poster abstracts. Posters not in compliance with size restrictions may be displayed within the available space but will not be judged.

Poster Session Reporting

The Committee will report at the Missouri Cattle Industry Convention and Trade Show the number of posters submitted and accepted. Recognition of the reviewers will also be reported. The winners of the poster session will be forwarded to the Manager of Membership of the Missouri Cattlemen's Association for the inclusion in the minutes of the Missouri Cattle Industry Convention and Trade Show.

Poster Presentation Judging

Judges will be selected by the Missouri Cattlemen's Association and Missouri Beef Industry Council staff and judges must attend the Missouri Cattle Industry Convention and Trade Show.

Posters will be evaluated using the rubric found in Appendix B.

Each poster should be judged by 3 judges. Judges will be provided with the poster abstract prior to the judging session.

Poster Judge Instructions

- Judges will be provided with the evaluation sheet appropriate to the type of poster being judged.
- Judges will review the poster abstract prior to judging the poster.
- Judges should review the criteria prior to viewing the poster. Completed evaluation sheets will be returned to the poster committee following the poster session.

Award Determination

Poster abstract scores will be added to the presentation score after the poster has been judged. Abstract score will be based on the Z score ranking (by category) of accepted posters with the number 1 abstract receiving 10 points, #2 abstract receiving 9 points, etc. until no points are left to award. Ties can be broken on the basis of abstract ranking and secondarily on their poster design/display score.

Poster evaluation sheets will be tallied by judges, division and type. Posters will be ranked using the mean of the judges' Z score.

Awards

Awards will be given to the Top 3 in each category and to the Overall Top 3. The results will be published in the Missouri Cattle Industry Convention and Trade Show minutes.

Appendix A – Poster Abstract Evaluation

	Points Possible	Needs Improvement	Acceptable	Outstanding	Score
Introduction, need for research	10	Research is esoteric and would have limited implications to the broader beef community 0-3 points	Research has some need to the broader beef community 4-7 points	Research has a broad need and is directly tied to the beef community AND category 8-10 points	
Conceptual or theoretical framework	10	Minimal effort to describe the foundations of this research. No theory identified. 0-4 points	The framework is appropriate, but lacking detail. Theory is identified but may not be well supported. 5-7 points	The framework clearly shows that this research is solidly built on previous work. A relevant theory is identified. 8-10 points	
Methodology	10	Methods seem inappropriate, poorly described and hard to follow. 0-4 points	Methodology is generally appropriate, but would be hard to reproduce from the description given 5-7 points	Methodology is very appropriate, well described and could be easily reproduced. 8-10 points	
Results/Findings	15	Study has not been completed (0 points) or results poorly described 0-5 points	Results are adequately described and tied to the methodology. 6-10 points	Results are well described and clearly connected to the methodology. 11-15 points	
Conclusions	15	Conclusions are not supported by results. 0-5 points	Conclusions are generally supported by the results of the research. 6-10 points	Conclusions are clearly supported by the results of the research. 11-15 points	
Implications / Recommendation's / Impact on Profession	25	No or minimal implications / recommendations / impact on Profession. 0-10 points	Author makes adequate recommendations or description of the implications / impact based on this research specific to cattlemen's audience and category. 11-17 points	Author makes excellent recommendations or description of the implications / impact based on this research specific to cattlemen's audience and category. 18-25 points	
References	5	No References 0 points	Minimal references or inappropriate references 1-3 points	References provide a good foundation for the poster. 4-5 points	
Style, clarity and grammar	10	Difficult to read, spelling and grammar errors common 0-4 points	Minimal spelling and grammar errors, easy to read, generally follows style requirements 5-7 points	No obvious grammar or spelling errors. Easy read. Follows style requirements as described in the "Call" 8-10 points.	
Total points earned	100				

Appendix B – Poster Presentation Evaluations

Research Poster Session Evaluation

Poster # _____ Poster Name _____ Lead Author _____

Use the following considerations when evaluating the posters.

- Must be related to a problem – need for research.
- Must examine a topic of potential state significance.
- Must provide a research design – (lit. review, methodology, findings, conclusions, recommendations).
- Must have implemented a research process.

Criteria	Points Possible	Points Earned
Poster Design and Display <ul style="list-style-type: none"> • Ability of poster to communicate research • Design of poster • Readability • Visual appeal • Creativity 	30	
Communication of Presenter <ul style="list-style-type: none"> • Knowledge of research • At least one author present • Ability to succinctly communicate message 	30	
Potential for Impact on the Profession <ul style="list-style-type: none"> • Relevance • Addresses an important issue 	30	
Judges TOTAL	90	
Notes: <hr/> <hr/> <hr/> <hr/>		
Poster Abstract (based on abstract review ranking, NOT completed by the judge)	10	
Total Score	100	

Appendix C – Abstract Template

The complete submission should include a cover page, the two-page abstract, and references (4 total pages). A sample is shown below. References and table should follow APA style. While not required, using the headings described above are recommended. Bold and Italic type faces are not used.

Page 1 –

[Research] (category, upper right)

Poster Title (used mixed case as per APA Style)

Author(s)
Institution

Author(s)
Institution

(Primary author contact information)

Phone

Email

ORCID Number

Page 2 – 3

Poster Title (mixed case per APA Style)

Introduction/Need for Research

(text)

Theoretical Framework (centered per APA Style)

(text)

Methodology

(text)

Results/Findings

(text)

Conclusion

(text)

Implications/Recommendations/Impact on Profession

(text)

Page 4 –

References

(text)

Page 5 –

Infographic

(image or text with implications and recommendations for cattlemen’s audience, suitable for sharing and distribution)