



Canadian Cattlemen's Association

News Release

Cattlemen's Young Leaders Fall Forum a Success

November 2, 2012

Calgary, AB –Cattlemen's Young Leaders (CYL) program participants gathered in Calgary recently to kick off a two day agricultural tour of Southern Alberta as part of the 2012 CYL Fall Forum. Canadian Cattlemen's Association (CCA) General Manager Operations Rob McNabb opened the 2012 Fall Forum with an overview of the CCA and words of welcome and encouragement to participants. The delegates also took in presentations from the Alberta Livestock and Meat Agency (ALMA), Beef Cattle Research Council (BCRC), Canadian Beef Grading Agency (CBGA), Canada Beef Inc. (CBI), and Canfax, the market analysis division of the CCA. The event included tours of the Cargill Meat Solutions Plant in High River, AB, Agriculture and Agri-Food Canada's Lethbridge Research Centre and Cargill Animal Nutrition in Lethbridge, as well as Kasko Feedlot, Kolk Farms, and AdFarm, a well-known agricultural advertising agency.

Tricia Meaud, an industry development program specialist with ALMA, a CYL foundation partner, joined participants for the two day tour. She enjoyed witnessing firsthand the opportunities that the CYL program provides young enthusiasts in the beef industry. "The CYL Fall Forum is a great event for the participants of the Cattlemen's Young Leaders program," Meaud said "It provides participants with an opportunity to interact with each other and share their visions for the industry, while gaining a broader picture of the industry itself."

Representatives from the Alberta Cattle Feeders' Association, a CYL Fall Forum supporter, as well as the Cattlemen's Magazine, a supporter of the CYL program, also participated.

CYL delegate Erika Strande made the trip from Merritt, B.C. to Calgary to participate in the Fall Forum. She continues to be impressed with the CYL program and the opportunities it provides to meet industry leaders. "CYL equals hope," she said. "The Fall Forum was a great opportunity to talk to other young people who are passionate and have a positive outlook for the beef industry, as well as giving us the chance to meet innovative and successful people who are driving our industry forward."

A national youth initiative of the CCA, the CYL Program provides industry-specific training and mentorship opportunities to young producers. CYL participants have the opportunity to explore a potential career choice or involvement with a provincial/national producer organization, while gaining the expertise and business acumen necessary to sustain the cattle industry into the future.

Funding for the CYL Program is made available through its Foundation Partners, UFA Co-operative Ltd., the ALMA and Cargill. The Fall Forum was also supported by the Alberta Cattle Feeders' Association.

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