



Canadian Cattlemen's Association

News Release

CCA announces Cattlemen's Young Leaders Development Program

June 30, 2010

Calgary, AB – The Canadian Cattlemen's Association (CCA) is pleased to announce the creation of a national youth initiative called the Cattlemen's Young Leaders (CYL) Development Program. The CYL program will provide industry-specific training and mentorship opportunities to producers between the ages of 18 and 35, providing them with the expertise and business acumen necessary to sustain the cattle industry into the future.

The CYL program will offer a combination of formal and informal mentorship opportunities to learn from leaders in the beef cattle industry as well as from other youth organizations with a focus on mentorship. The project will set in motion a generation focused on optimizing opportunities for beef cattle producers.

"We are part of an exciting yet very changing and challenging global industry. It's so important to have young people fully engage with us to secure and grow this lifestyle that has been so good to us in the past," said John Schooten, co-chair of the CCA Value Creation and Competitiveness Committee. "Leaders of tomorrow need to know today what this industry is all about and with our experience and knowledge, and their ambition and desire and technical knowledge, we can work together to be successful."

The Alberta Livestock and Meat Agency (ALMA) is a major funder of the CYL program through their Industry Development Program.

"We must find ways to build the passion and dedication in young cattle producers as we've witnessed in past and present generations," said Jack Hayden, Minister of Agriculture and Rural Development. "ALMA's \$198,900 investment in the mentorship program will help the new faces of agriculture transition our industry towards a stronger tomorrow."

The CYL program will be rolled out nationally following the completion of a pilot phase in Alberta to launch in July. Six Alberta producers will participate in the CYL pilot, with the Alberta Beef Producers in support of the initiative.

Two types of mentorship opportunities will be available through the CYL program. Under the Industry Leader Mentorship Program, eligible producers can elect to be mentored by beef industry leaders from the CCA, including board members and committee chairs, and participate in CCA committees and conferences. The Professional Mentorship Program will expose participants to direct mentoring with select cattle industry individuals and professionals in a beef-related profession, such as a cattle operator, pharmaceutical representative or veterinarian.

Participants will benefit from exposure to policy, technologies, one-on-one relationship with industry leaders and a greater understanding of industry issues and career opportunities. Upon successful completion of the mentorships, qualified participants can apply to the International Partnership Program to represent Canada's beef industry at international forums, such as the Five Nations Beef Alliance held recently in Auckland, New Zealand.

The CCA is actively looking for partners in the program who would like to offer mentors, mentorship tools or forums that would benefit program participants. For additional information, please contact Jill Harvie at harviej@cattle.ca or 403.274.5686.

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