

SCHOLARSHIP APPLICATIONS NOW OPEN FOR THE 2024 CANADIAN BEEF CHECK-OFF AGENCY AWARD

It is no surprise that Canada's beef industry continues to focus on the engagement of young entrants into the beef industry, whether that be grassroots producers, future leaders of our national and provincial organizations, or industry partners along the value chain.

The Canadian Beef Check-Off Agency (the Agency) continues to diversify its youth strategy with the renewal of the annual scholarship, aimed at students who intend to make an impact in Canada's beef industry.



Jeff Smith, Agency Chair

The scholarship is open not only to beef producers and those directly involved with their families, but it is open to students who can see unique ways to make an impact through marketing, research, public engagement, and other areas where check-off dollars are invested to generate value for the beef industry in Canada.

"We're so grateful to have the opportunity to help young people stay interested and engaged in the beef industry through the continuation of our scholarship," said Jeff Smith, Agency Chair. "There are so many ways that our industry can grow, and ensuring that we are attracting fresh, bright minds to beef in Canada is so important."

Julie Mortenson, the Agency's Youth Member and member of the scholarship committee, sees value in the extensive range of career paths that can help shape Canada's beef industry.



Julie Mortenson, Agency Youth Member

"Last year we had over 20 applicants in a wide range of industry sectors, and we were so impressed by all of the applications", said Mortenson. "We are really excited to be able to offer this scholarship to students who will impact the beef industry in Canada from a variety of different angles; it could be from a production side, a research angle, or even an environmental or human health path."

While preference may be given to applicants who are beef producers or have a background in agriculture, it is not a requirement for the scholarship.

Applicants are asked to submit a 1-2 minute video, showcasing their desire to improve and grow Canada's beef industry in a unique way. The investment of the beef check-off in Canada delivers value to the beef industry, and the scholarship seeks to support those who want to make an impact in the same way.

The deadline for scholarship applications is June 30, 2024 and the selected applicant will be announced at the Agency's AGM in August 20, held in collaboration with the Canadian Beef Industry Conference in Saskatoon.

Apply by June 30 at cdnbeefcheckoff.ca/scholarship.



CANADIAN BEEF CHECK-OFF AGENCY SCHOLARSHIP

The Canadian Beef Check-Off Agency has established a scholarship to encourage and support students pursuing post-secondary studies in the field of agriculture, agricultural research, or with an agriculture background pursuing studies in marketing or other areas of impact to the beef industry.

ELIGIBILITY CRITERIA

To be eligible for the \$2000 scholarship, applicants must:

- be a Canadian citizen or permanent resident
- be accepted to or attending a designated post secondary institution
- be accepted to or attending a full-time program relating to:
 - agriculture or agriculture business
 - marketing, communications or public relations
 - science and research including veterinary medicine
 - human health and nutrition
 - policy and economics

Note: Preference will be given to applicants who are active beef producers or have a background in agriculture, but it is not a requirement.

HOW TO APPLY

Applicants must submit to the Canadian Beef Check-Off Agency:

- an application form
- a link to a creative video no longer than two minutes, showcasing how their background in agriculture, paired with their education, can help grow the future of the beef industry in Canada
- an official acceptance letter or current enrollment document to a designated post-secondary institution

Videos must be posted to YouTube, marked as public, and the link shared in the application form.

The recipient will be selected by committee on the basis of video content, and desire to improve and grow Canada's beef industry in a unique way. Knowledge and understanding of Canada's national beef strategy, check-off system and national beef organizations is preferred.



APPLY NOW AT [CDNBEEFCHECKOFF.CA/SCHOLARSHIP](https://cdnbeefcheckoff.ca/scholarship)
VIDEO APPLICATION DEADLINE JUNE 30