



## CYL Reps speak at ALMA Future Fare, Canadian Embassy in D.C.

June 16, 2011

Calgary, AB – Cattlemen's Young Leaders (CYL) graduate Rosie Templeton and program coordinator Fawn Jackson had a busy second week of June.

The CYL representatives were honoured to speak at the Alberta Livestock and Meat Agency's (ALMA) 2<sup>nd</sup> annual Future Fare event on the successes of the recently launched National CYL Development Program. Held in Edmonton on June 8, Future Fare celebrates and recognizes leading-edge initiatives in the livestock industry. The event was a great way to showcase the CYL program and an excellent opportunity to learn about other initiatives in the livestock industry today.

Templeton and Jackson travelled to Washington D.C. to speak to the Young Cattlemen's College (YCC) at the Canadian Embassy. Their presentation covered topics such as the value of trade between Canada and the United States, common issues young cattlemen face around the globe and potential areas and value of cooperation.

Templeton and Jackson also sat in on two excellent panel discussions. The first was a YCC alumni panel that covered topics such as the importance of being an active youth, challenges in the agriculture sector and opportunities for the future. The second panel was composed of embassy agriculture representatives from the Five Nations Beef Alliance; Canada, U.S., Australia, New Zealand and Mexico. This panel gave a summary of the beef industry in their respective nations outlining the differences in industry structure yet highlighting and emphasizing the challenges that we all face. An excellent question and answer period followed.

One of the highlights of the D.C. trip was meeting with individuals from the Young Producers Council, the CYL sister program in the U.S. Invaluable future collaboration will certainly arise from this event.

Launched by the Canadian Cattlemen's Association (CCA) in 2010, the CYL Development Program provides industry-specific training and mentorship to assist the beef industry into the future. This program provides a combination of formal and informal opportunities to learn from existing beef cattle industry leaders. Watch for features on CYL candidates from our official magazine supporter, Canadian Cattlemen.

**For further information, contact:**

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*(L-R) CYL Graduate Rosie Templeton, NCBA's President-Elect J.D. Alexander, Pamela Rose-Simpson, First Secretary (Agriculture) at the Canadian Embassy in DC and CCA's Fawn Jackson at the Young Cattlemen's College banquet.*