

Is your school interested in being part of
Northern Ireland's most exciting agricultural project?



To register, email your interest and details of the
school to info@angusproducergroup.co.uk



Belfast Royal Academy, Cliftonville Road, Belfast



Rainey Endowed, 79 Rainey Street, Magherafelt



St. Louis Grammar, Cullybackey Rd, Ballymena



Enniskillen Royal Grammar, Enniskillen, Fermanagh



ANGUS YOUTH CHALLENGE

A SKILLS-BASED COMPETITION FOR YEARS 11 - 12 &
14 - 16 YEAR OLDS WITH AN INTEREST IN A CAREER
IN AGRI-FOOD PRODUCTION



PREMIUM
ANGUS

WHO, WHAT, WHY?

THIS IS NORTHERN IRELAND'S MOST EXCITING AGRI-FOOD PROJECT FOR YOUNG PEOPLE

ABP in Northern Ireland is a leading and progressive employer in the agri-food sector doing business with thousands of beef farmers province-wide. It has joined forces with a number of Angus breeders to form the Northern Irish Angus Producer Group with the aim of increasing Angus production and rewarding farmers for applying best practice.

The competition offers a unique opportunity for groups of 14-16 year olds and/or pupils in Years 11 & 12, with an interest in a career in agriculture, to gain skills and knowledge of sustainable beef production all the way from cattle production to retail presentation. The format of the competition will encourage:

- Self development/confidence building
- Public speaking and presentation skills
- Team work
- Knowledge of Angus beef production and the NI beef supply chain
- Farm planning

All this while competing against other groups in a fun and learning environment

STAGE 2

- > Selection of shortlist
- > Interview based on video
- > After interview, selection of entries invited to attend exhibition event in Loughry College in March 2019 which will be attended by Agricultural industry representatives.
- > Establish a stand in Loughry College promoting their ideas
- > Selection of finalists



STAGE 3

- Finalist groups **win five six-month old Angus Cross calves** per group to be presented at **Balmoral Show** as part of ABP stand.
- Group will rear calves through to slaughter at **two years old**.
- The calves may be reared on the participant's family farms or by arrangement with ABP.
- Each finalist will be assigned a theme for their project.
- Participants will benefit from the financial gain derived from the production of the cattle.
- One group will be chosen as the overall winner and will receive an additional £1,000 payment to their school/club.

MAKE VIDEO>>> REAR CALVES>>> REAP REWARDS>>>

STAGE 1

Enter a group of 2, 3, 4 or 5 members in Years 11 or 12 at school and/or 14-16 years old from a club/society

By way of a **3 minute video** which explains and develops the following:

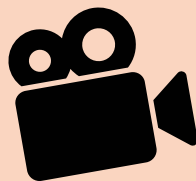
- Introduction of the school/club and the group
- Understanding of the sponsors of the competition, ABP
- Plans for the promotion of ABP and the Aberdeen Angus breed and the aspects of rural life and/or farming your group intends to explore if successful in winning calves.

More than one unique entry permitted per school/club/society.

Video to be sent on USB with completed entry form to:

Arthur Callaghan, ABP, Greenbank Industrial Estate,
Warrenpoint Road, Newry, County Down, BT34 2PD.

CLOSING DATE FOR RECEIPT OF ENTRIES: NOON 30th NOVEMBER 2018.



BALMORAL SHOW



- At Balmoral show in May 2018, the participants received their Aberdeen Angus Calves which they will follow through to slaughter.
- The participants will put together reports at set milestones through the lifetime of the animals and will visit farms, processing and retail facilities to gain an understanding of how each relies on the other.
- A final presentation of their projects will be made to a panel of Agricultural, Beef and Food industry experts where an overall winner will be selected.

NB. All members of a group should be fully involved, share the work and be familiar with everything that is presented. The final work should reflect the co-ordinated efforts of all group members.