



Canadian Cattlemen's Association

News Release

Cattlemen's Young Leaders announces UFA as new 2012 Sponsor

January 23, 2012

Calgary, AB – The Cattlemen's Young Leaders (CYL) Development Program is pleased to announce its newest sponsorship partner, UFA Co-operative Ltd.

As a Foundation Partner, UFA is generously donating \$70,000 over a three year period to the CYL Development Program. UFA joins CYL Foundation Partners the Alberta Livestock and Meat Agency (ALMA) and Cargill. Funding for the CYL Program is made available through its Foundation Partners.

The Canadian Cattlemen's Association (CCA) President Travis Toews welcomed UFA's contribution to the program. "UFA's investment in CYL will help to ensure the longevity of this important program for youth in the beef industry," he said.

Launched by the CCA in 2010, the CYL program provides participants between the ages of 18 and 35 with industry-specific training and mentorship to assist the beef industry into the future. This program provides youth with a combination of formal and informal opportunities to learn from existing beef cattle industry leaders.

Mark Lyseng, a 2011 CYL participant, is enthusiastic about his experience with the program. "The CYL program provides unique opportunities to see all sides of an extensive industry that young cattle producers are not regularly exposed to," he said.

In addition to benefitting from seeing how the various segments of the industry work together, the mentorship opportunity is a valuable intergenerational link between those involved in the beef industry, Lyseng added.

Applications are now being accepted for the 2012 CYL Program. Applications will be accepted until February 25, 2012 and can be filled out online at: <http://www.cattlemensyoungleaders.com/apply.html>

Watch for features on CYL candidates from our Official Magazine Supporter the Canadian Cattlemen Magazine.

Media Opportunity

Members of the media are invited to meet UFA representatives and CYL coordinators Fawn Jackson and Jamie Holdstock at a UFA special event to be held in Lethbridge, Alberta on Tuesday, January 24, 2012.

UFA will be hosting their Cattle College session, where members of the media can meet Lucy & Lou, a new, state-of-the-art bovine simulator that will enable agricultural students and members of the beef industry to gain practical experience without causing discomfort or injury to a live animal.

Event Details

Start time: 9 am MT

Photo Opportunities: 12 pm – 1pm (lunch sponsored by UFA)

Location: Sandman Hotel, 421 Mayor Magrath Drive South, Lethbridge

The Canadian Cattlemen's Association

As the national "voice" of Canada's 83,000 beef producers, the Canadian Cattlemen's Association (CCA) structure represents every phase of the production system; the purebred, cow/calf, backgrounding and feedlot sectors. Our association was founded by producers and is led by a producer-elected board of directors from across Canada. The CCA works with other sectors of the agriculture and food industries on matters of mutual concern.

The CCA's vision is to have a dynamic, profitable Canadian beef industry with high-quality beef products recognized as the most outstanding by customers at home and around the world.

UFA Co-operative Limited is one of Alberta's most dynamic enterprises. UFA has an unmatched network of more than 110 bulk fuel and cardlock petroleum outlets, 35 Farm and Ranch Supply stores and 25 outdoor adventure stores operating under the Wholesale Sports banner. Our employees and independent petroleum agents strive to provide products, services, and solutions to farmers, ranchers, consumers and commercial accounts throughout Alberta, British Columbia and Saskatchewan.

Since its founding in 1909, UFA has grown from a small-scale local co-operative into a comprehensive 2 billion dollar enterprise with approximately 110,000 active members. While UFA has grown and changed over the years, at our heart remains a commitment to agriculture and to the communities we call home.

For further information, contact:

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