



Canadian Cattlemen's Association

News Release

CYL announces new partners; offers participants business skills development

August 19, 2013

Calgary, AB – The Cattlemen's Young Leaders (CYL) Program officially announced its newest sponsors, MNP and New Holland, at the recent CYL Meet and Greet event in London, Ontario. As a Foundation Partner, MNP is generously donating \$70,000 over a three year period to the CYL Program. MNP joins CYL Foundation Partners the Alberta Livestock and Meat Agency (ALMA), Cargill, the Canadian Cattlemen's Association (CCA) and UFA. New Holland supports the CYL Program at the Gold Sponsor level along with Farm Credit Canada. Funding for the CYL Program is made available through its Foundation Partners and Gold Sponsors.

CCA President Martin Unrau welcomed MNP and New Holland's contribution to the youth mentorship program. "The CYL program is about skills development and retention but it is also about succession planning for the industry," he said. "Investment in CYL will help to ensure the longevity of this important program and by extension, the beef industry."

The CYL program is dedicated to the development of young leaders in the beef industry. The program is pleased to offer business skills development, governance and succession training to CYL participants as part of a new initiative, CYL Delivers Beef Industry Leadership, Governance, Training and Advocacy. On August 11 - and 12, 24 young leaders, both past and present, participated in business skills development and governance training. Skills acquired by the CYLs during these training sessions are valuable when participating in leadership roles now and in the future. On August 12, the CYL Program hosted a Meet and Greet event that brought together more than 50 young leaders, sponsors, industry members and CCA directors and staff for an update on CYL events and initiatives as well as networking prior to the CCA Semi Annual Meeting.

Started by the CCA in 2010, the CYL Program provides industry-specific training and mentorship opportunities to young producers. CYL participants have the opportunity to explore a potential career choice or involvement with a provincial/national producer organization, while gaining the expertise and business acumen necessary to sustain the cattle industry into the future.

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

For further information, contact:

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