



## **Better Your Beef- NextGen Breeder Award**

### **Objective:**

This award is presented to an individual who exemplifies excellence and passion for the Hereford breed.

### **Eligibility:**

This may include members of the Canadian Hereford Association between the ages of 25 and 35.

### **Criteria:**

This award will be presented to an outstanding young cattle producer who has an entrepreneurial spirit and is dedicated to building a Hereford herd and agriculture business. They will have a practical hands-on approach and utilize the programs offered by the CHA. Whether they are part of an established Hereford operation or are starting on their own, they will be considered for this award.

### **Selection Process:**

The CHA Recognition Committee will identify one recipient per year (approved by the CHA Board of Directors). If you know someone who is worthy recipient, the nomination process will begin by communicating an expression of interest to the CHA Executive Director who will guide you through the process.

Applications open on April 1 with nominations to be received no later than May 1.

An immediate family member or partner in the same farming operation is not eligible as a nominator.

Contact Michael Latimer, CHA Executive Director by phone at (403) 275-2662 or by email at [mlatimer@hereford.ca](mailto:mlatimer@hereford.ca) to begin the process.

### **Advertising and Promotion:**

- In recognition of their achievement, the award winner will be featured in the Canadian Hereford Digest.
- A prize award of up to \$5,000 of CHA services including CHA Membership, registrations, transfers, social media, and advertising in the Hereford Digest is non-transferrable and to be used within one calendar year from when the award recipient is announced (August 1- July 31 the following year).