

Beefin' It Up!

Time sure flies when 4-H is having fun so it is easy to forget that 2011 marked the 35th year that beef project members have been making the trek to the Alberta 4-H Beef Heifer Show.

This distinguished event continues to grow and evolve but certain things have remained a staple throughout the years – this show remains committed to ensuring 4-Hers gain experience, skill development, beef awareness and of course, all while having some fun in the process.

The 2011 show proved why the Alberta beef industry is in fine hands moving forward. The enthusiasm and dedication these members put into the judging competition, team grooming and showmanship classes among others, as well as the hard work in keeping their livestock clean and show-ring ready is second-to-none. First-time show participant Connor Douglas from the Cherhill 4-H Multi Club saw the occasion as a great chance to show his 4-H projects again. “It was a big learning experience but I’m picking up lots of tips and meeting more people, plus the indoor facility is really great for showing. “

In addition, this year once again saw senior members partake in the *You’re Hired* event where they went through a mock interview process. This popular item gives everyone a chance to enhance their skills and demeanor when discussing a job or career choice with a potential employer.

Added Andrea Church, Calgary and South 4-H Regional Specialist, “These young people could quite easily be our future producers in the beef industry and it is important we give them a venue to explore and develop their skills.”

Partner Supporters of the Alberta 4-H Beef Heifer Show are Alberta Beef Producers, AMA Insurance, ATB Financial, Gas Alberta Inc., Government of Alberta, Kubota Canada Inc., Lammle’s Western Wear & Tack, Penn West Exploration and Westgen Endowment Fund. Partner Host is the Olds Agricultural Society.