



PRESS RELEASE  
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## Announcing the recipients of the Beef is Your Future Bursary

(SASKATOON, SK) The Livestock Marketers of Saskatchewan (LMS) and Saskatchewan Cattlemen's Association (SCA) teamed up to offer a bursary to young people interested in pursuing a career in the beef industry. Two awards of \$1,500 each were offered to Saskatchewan high school students entering an agriculture program at a Canadian institution in 2017. The recipients were selected based on academic standards, leadership in their communities and a demonstrated interest in the cattle sector.



The winners, Dayne Whelan of Grandora, SK and Keisha Senum of Spiritwood, SK, showed a keen interest in the future of the cattle industry and enthusiasm in contributing to the improvement of the beef herd in our province. "The cattle industry needs passionate young men and women to ensure Saskatchewan remains a leader in beef production going forward," says Alan Jackson, President of the Livestock Marketers of Saskatchewan. "Now more than ever, succession planning is impacting our industry and we need to encourage the next generation to think of beef as their future."

The Beef is Your Future Bursary is a component of a yearlong project between LMS and SCA to promote careers in the cattle sector to interested university and high school students in the province. Some activities included information sessions and a scholarship at the University of Saskatchewan, a lecture series in the College of Agriculture and the development of a career profile website, [beefcareers.ca](http://beefcareers.ca). For more information on the activities related to this project, see [the Livestock Marketers of Saskatchewan's Annual Report](#) at [livestockmarketers.ca](http://livestockmarketers.ca).

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**Backgrounder**

The Livestock Marketers of Saskatchewan (LMS) promotes competitive bidding in the marketing of livestock by establishing collaborative relations with industry partners, developing educational activities for members and adhering to sound business practices and responsible animal welfare at members' auction markets. Over 90 percent of the cattle marketed in Saskatchewan are sold through members of the Livestock Marketers of Saskatchewan.

**Backgrounder**

The Saskatchewan Cattlemen's Association's (SCA) mandate is to promote the well-being of all production sectors of the Saskatchewan beef cattle industry through effective representation from all regions of the province.