

Finalist Schools 2016

Is your school interested in being part of Ireland's most exciting agricultural science project? To register your interest, email the details of your school to info@angusproducergroup.com



ABOVE: ATHLONE COMMUNITY COLLEGE,
CO. WESTMEATH



ABOVE: CBS THE GREEN, TRALEE,
CO. KERRY



ABOVE: COLAISTE TREASA, KANTURK,
CO. CORK



ABOVE: RICE COLLEGE, WESTPORT,
CO. MAYO



ABOVE: ST. BROGAN'S COLLEGE,
BANDON, CO. CORK



Ireland
Part of ABP Food Group



CERTIFIED IRISH ANGUS BEEF *Schools Competition*

Croke Park Stadium
15 MARCH 2017



Background to Schools Competition

The Irish Angus Producer Group, along with its processor partners, ABP Ireland and Kepak Group, devised a competition in an effort to further increase awareness of Certified Irish Angus Beef among consumers and to further promote the benefits to farmers and their families.

The aim of the competition is to encourage young second level students to become involved to a greater extent in their families' farms and to gain an understanding as to how beef produced on those family farms is marketed in a manner that represents the care and attention that has gone into the production and processing of their animals, through to a satisfied end consumer.

Such was the success of the event in Croke Park in March 2016 for shortlisted schools, we intend to hold this event again on 15 March 2017 with shortlisted schools to select the five finalist schools for 2017.

Stage 1

- Must be groups of students.
- By way of a 3 minute video which explains and develops the following:
 - Introduction of the students and the school.
 - Role of Ag Science within the school.
 - Understanding of the three main sponsors of the competition.
 - Plans for the promotion of the Certified Irish Angus Beef brand if successful in winning calves.
- Video should be sent on a USB by post (non-returnable).
- Closing date for receipt of entries is 1 November 2016.



2016 Winners & Teachers - Sacred Heart Secondary School, Clonakilty, Co. Cork.

Stage 2

- Selection of shortlist.
- Interview based on video.
- After interview, selection of entries invited to attend an exhibition event in Croke Park on 15 March 2017 which will be attended by Agriculture industry representatives.
- Establish a stand in the Event Centre in Hogan Stand promoting their school and their idea.
- Selection of five finalists.



Students from CBS The Green, Tralee, Co. Kerry explaining their project to industry professionals in Croke Park.

Stage 3

- Five finalist schools win five six-month old Angus Cross calves each.
- Students will rear calves through to slaughter to coincide with their Leaving Certificate Agricultural Science project.
- The calves may be reared on the students' family farms or by arrangement with Irish Angus Producer Group.
- Each finalist will be assigned a theme for their project.
- Students will benefit fully from the financial gain derived from the production of the cattle.
- One school will be chosen as the overall winner and will receive an additional €2,000 payment towards their further education.

National Ploughing Championships

- At the National Ploughing Championships in September 2017, the students will receive their five Irish Angus calves which they will follow through to slaughter to coincide with their Leaving Certificate Agricultural Science project.
- The students will make reports at set milestones through the lifetime of the animals and will visit farms, processing and retail facilities to gain an understanding of how each relies on the other.
- A final presentation of their projects will be made to a panel of Agricultural, Beef and Food Industry experts where an overall winner will be selected.

Exhibitors in Croke Park, March 2016

