

Charolais International Youth Program

The planning for the first Charolais International Youth Program (CIYP) began at the World Charolais Technical Conference in Mexico. Helge and Candace By were brainstorming for worthwhile activities for Charolais International to promote and thought this made sense and fit the organization's mandate.

It was presented as a way to promote Charolais worldwide by gathering youth in one place at one time for education and leadership opportunities. It would serve as a way of introducing the benefits of international travel to gain interest in the organization's other events. It would assist countries without youth programs by providing an example and support. This is how it was presented at the AGM and it was unanimously accepted by the delegates in 2017.

The Charolais Banner offered to be the first host in Canada in conjunction with the CCYA 2018 Conference and Show. The interest in the program far surpassed

expectations and the success obvious.

Twelve young adults attended from eight countries. Each was required to be a full participant in the event, but would not be awarded prizes. This decision was made to honour the host country and its youth, who have worked hard to learn and improve each year. The opportunity for the international participants was more than enough of an honour. It would also be very difficult to offer them a fair competition when language was a barrier at times. Although they all spoke English well, sometimes the English cattle terminology was not within their grasp when they needed it. The differences in the way cattle are judged between countries would also make it difficult for participants to excel when they come from places that select differently. The last thing this program wants is to discourage anyone or push their selection criteria on the participants so they are more competitive. The international participants attending that were over CCYA



Shelby Evans had a captive audience for a short grooming demonstration before the internationals participated in Team Grooming



Judges Erin & Fawn Jackson (CCYA Alumni) with Reserve International Showman Heidi Nicholls and Champion Shelby Evans

Patrik Gustafsson, Sweden



It was great to see a show in Canada and see CCYA and how it works. It was also good to see the environment at the show as

everyone was so helpful and welcoming. The seniors asked questions about our country and were more than willing to answer our questions. It was a little difficult being over-age, as we didn't experience everything and Kirstin was very busy. The day we spent with her, I learned a lot about how to run the event and what is involved. I will take back

some ideas for extra competitions. I like that you teach the kids to be good marketers, to sell, to judge and how to speak about cattle, not just how to show. This experience was much better than I expected.

Dirgis Jõemaa, Estonia



I liked everything about this week, it was so much fun. I met so many new people and they were so kind and friendly. They helped me a lot with my language. I have never seen a show like this before. Canada is very different from Estonia - your weather and your

trucks are very different. I will share how important these shows are to teach young people how to work with cows and handle them. I learned how to lead an animal. It was better than I expected, it was awesome. I will keep in touch with friends I have made because they are such great people. It was a good opportunity. I want to come back again.

Emil Mårtinsson, Sweden



I learned so many things this week. I would have liked to know where the internationals ranked in the competitions. You



Paula Evans explained some showmanship tips to the group. For some, it was their first experience in the show ring



Bret Marshall gaining and sharing information



George Hollinshead presents his Oral Reason to Judge Wacey McCaw (CCYA Alumni) while Patrik Gustafsson, Marko Kruusimägi and Vladimir Chytka observe

age, worked with Kirstin Voice, the Youth Co-ordinator, to learn about the event in hopes of taking ideas to their respective countries to develop.

There was also a side benefit of the program. Countries held competitions, which varied in composition, but all were surprised and pleased with the quality of youth applying. It created added interest in their home events, which is always a good thing. All participants were sponsored through the program by Charolais-Charbray International and in some cases, their home country as well, except Alizah Fogden, who came on her own.

The CIYP started in Winnipeg and one day was spent touring, allowing them to get the kinks out of their body after their long flights. The Winnipeg Zoo, the Forks and bowling gave them the opportunity to start to get to know each other.

The internationals added a different

flavour to CCYA this year. Parents especially enjoyed conversing with them, as we were told many times. CCYA members enjoyed learning the



Internationals helped by leading animals for the Team Judging competition

have so many different competitions here, I would like to try to implement a few of them in Sweden. For sure, the herdsman groups are something I would like to try. Everyone works together so well. I would definitely recommend this experience to others, I made good contacts around the world.

Alizah Fogden, Australia



The Canadian Charolais people were really good to me and the entrants were really welcoming. I would like to see the internationals included in the point system. I would

like to see Team Judging and Team Grooming implemented in Australia. I thought it might be bigger, but there was a high quality of cattle for the number of entrants, so that was really good.

Marko Kruusimägi, Estonia



Team grooming and showmanship were totally new experiences for me and it was excellent to try them. I hope that we can start with some of these ideas in Estonia and grow. We will have to start small, but we must begin. The experience was more than I expected,

I didn't think it would be this big. I will keep in touch with this international group.

Teanna Simpson, United States



I liked the interactions the kids get to have. It is similar yet so different than what we have in the States. The seniors are always interacting with the juniors and pee wees. There is never a disconnect between ages, even at the dance, everyone was still having fun together. I loved the farm visits and wish we could have done a couple more of them. It has been a great opportunity



All enjoyed trading information and answering questions



The International group presented Helge and Candace By with gifts of thanks at the CCYA Awards banquet

to meet lots of new people. After talking to some of the internationals about their youth programs, I am very grateful to be part of such an amazing association at home. We have a strong youth program which we should never take for granted. The kids that come to CCYA participate and love what they are doing. In the end, it doesn't matter if they won or lost, they had an amazing time and learned so much. They are going to come back next year and learn even more. They are going to go from being the pee wee or junior to the senior and that is a super awesome opportunity. I will forever be grateful for the opportunity. I was really nervous to come and my expectations were

pretty well blown away. Meeting the internationals and the CCYA kids was an exceptional experience. I'd do it all over again in a heartbeat.

George Hollinshead, United Kingdom



I enjoyed seeing the cattle in this country and comparing them to the cattle in our country. I also enjoyed seeing the farms and ziplining. I would have liked to have seen how our results compared with the Canadians, but other than that it was brilliant. I will take back an understanding of your cattle and how you have selected for easy-calving. I

would like to expand our one-day event with some of these events. It is a lot bigger than I expected and everyone has been so nice. I would like to come back here to work.

Heidi Nicholls, Australia



Everyone from Canada was lovely and I enjoyed learning how you do things differently from Australia. Some people wanted to know how they ranked, but for me it was about the experience, not winning. I like how everyone here gets along well and they are all one big family working together. I would



Michael Hunter explains their program after brunch



Emil Mårtinsson inspects Hunter cattle



The ladies of High Bluff Stock Farm introduced their program



High Bluff Stock Farm toured the group and hosted supper

differences in styles of showmanship and especially grooming. The Irish gathered quite a crowd as they tried to groom their steer using our products in their way.

There was one added class for the Showmanship to allow the internationals to participate with the Canadians. The top two internationals competed in a class with one

Canadian from each participating province.

After CCYA, a two-day tour that included Hunter Charolais, High Bluff Stock Farm, the historical Inglis

like to see us add Team Judging to our event. The Herdsman groups are really different here. Everyone tries hard here to do their best, but winning isn't the most important thing of the week. It was better than I expected and I had a lot of fun. We (internationals) were talking and we would like to all come back and do it again next year.

Mark Whelan, Ireland



I really liked how professional everyone was. They were really friendly and made us feel at home and helped us. How you breed

your cattle and select for maternal traits while culling hard is definitely different. We may be too easy on our cows. I would have liked to know how we ranked with the Canadians, not for prizes, just to see how we did. There is a big market in Ireland for the way you are breeding Charolais – low birth weight, high growth rates, easier calving with large frames. Your youth show is really different from ours. It is really done professionally and everyone helps each other, which is the way it should be so everyone benefits. I came with no expectations, but it was really exceptional, the cattle were better than I thought they would be. I would like to thank you (Helge and Candace) for being so good to us.

Michael Carey, Ireland



I liked that we got to participate in everything. Everyone welcomed us with open arms and we became family. Everything was

done really well, I would just like to know how we compared to the Canadians in judging. I would like to go back and promote the youth movement in Ireland. The way you manage your juniors and pee wees here is just fantastic. It is something that every country should aspire to do. The confidence and energy they had was brilliant. To watch them lead animals



The Historic Inglis Elevators



C2 Charolais toured us through an area where they are practising soil conservation techniques



The zipliners



The longest, highest zipline in the adventure

elevators, C2 Charolais, ziplining and Stepler Farms was very well received. After a few days in the barns, it was good to get out and see the countryside and some cattle and have

some fun before they departed. Some CCYA members chose to join us for these days. On the last day, we took the time to get their feedback about the experience. Many did not want to

leave and plan to be back in Canada, hopefully sooner than later. They all gave a resounding yes when asked if they would recommend the experience to others.

was inspiring. Ireland's program does not start until age 12. It was more than I expected. It was full-on, but I enjoyed all of the work and learned about different countries besides Canada. I can't wait to come back.

Vladimir Chytka, Czech Republic



The people were incredible and the CCYA show was amazing. It was inspiring to see all of these young people working and learning and having fun doing it. The only thing I would like to change would be to have this event closer to

Czech Republic. I am taking many ideas home to implement. I didn't expect much when I came, but I was very impressed with the cattle on the farms. I will write in my magazine report that Canadian Charolais are very good. I would definitely recommend this experience.

Lucy Collin, New Zealand



I really enjoyed going to the different

I enjoyed getting to work with juniors and help them. I also enjoyed seeing how they show cattle, meeting the people and I

studs (farms). I would have liked to know how our scores ranked, but everything else was great. I will take back knowledge about how you do things for sure, and the contacts I made here. I would like to see us do more programming for kids, and doing things as a team for the entire event is really good, instead of working on your own. I would also like to see a social event at the end to finish off our event. Team Judging and Keep and Cull were new to me and I thought they were really cool. I have had a really awesome time, and I have made life-long friends.



Everyone enjoyed a catered lunch on site at C2 Charolais



The Stepler family pitched in to barbecue steaks for everyone



Touring the Steppler Farms honey house



Andre Stepler discussing his program