



Certified Irish Angus Beef School Competition



CHAIRMAN'S ADDRESS



On behalf of the Irish Angus Producer Group and our processor partners, ABP and Kepak, I wish to welcome you to this very special event.

We are honoured and privileged to have had the opportunity to work with these students, their schools, teachers and families over the past two years. We are overwhelmed at the level of enthusiasm and appetite for learning about agriculture and in particular, the production of Certified Irish Angus Beef.

The effort that all of these students have gone to in the rearing of their calves and in the promotion of Certified Irish Angus Beef, along with the in-depth research and reports they have completed is astonishing. This reflects the commitment and effort of their school, teachers and parents to a full and complete education.

To our partners, ABP and Kepak, I wish to thank you most sincerely for your support and help in this project.

We hope this has been a memorable experience for all of the students that have taken part and wish you the very best of luck in the future.

Tim Dunne

Chairman



GLENAMADDY COMMUNITY SCHOOL GLENAMADDY, CO. GALWAY



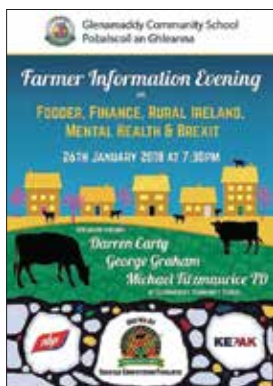
Cathal Moran and John Duignan were given the sensitive theme of 'Mental Health and Wellbeing Among Farmers and Rural Communities'.

The challenges of modern day life bring a huge amount of stress and strain to all communities, and in particular for young men in rural communities. Cathal and John quickly identified that many of their friends found it hugely beneficial to go home from a stressful day studying at school and relax by getting involved in the family farm.

These two very well-balanced young men, with maturity beyond their years, took on the challenge of this project with enthusiasm and conviction. Over the period of their time in the competition, farmers faced many challenges. The poor weather in the Autumn of 2017, leading into the fodder crisis in the Spring of 2018 and the dry Summer of 2018 left many farmers concerned about their futures.

The lads held a number of farm talks in their school and community where farmers could come and speak to invited experts and each other about the challenges they faced on a daily basis.

While discussing these challenges, farmers could enjoy a cup of tea and a break away from the hard work.



They made a short video on mental health for farmers which they shared on their social media platform with guest speaker, George Graham.



One of the highlights of their time in the competition was their appearance on RTÉ's Six One News where they spoke about the competition and their work on mental health.



As the issues around fodder shortage deepened, Cathal and John attended a number of events that had been organised in their area to advise farmers on how to manage and budget their fodder. They used their experience with the calves to help advise farmers on how this issue could be addressed and encourage them with their positive attitude.



They were lucky enough to have the opportunity to travel to the EU Commission in Brussels where they met the EU Commissioner, Phil Hogan.



They also had the opportunity to meet and share their experience with Mental Health Advocate, Brent Pope.

DAVIS COLLEGE MALLOW, CO. CORK



With buckets of ambition and the support of not only their Agricultural Science teacher but also their Home

Economics teacher, Roisín Scully, Noah Butler, Emily

O'Callaghan and Pierce Buckley set about creating an innovative and exciting recipe book for Certified Irish Angus Beef. The recipe book was built around highlighting the theme of their project 'Versatility of Irish Angus Beef'.

On their school open night, they set up a stand in their science laboratory where they explained to those attending their experience in the competition and the challenges they faced in having to prepare and present presentations in public on various aspects of the competition.

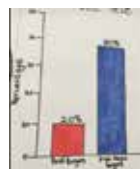
They explained with passion and excitement all they had learned about food preparation and how a healthy, nutritious family meal can be prepared relatively cheaply using Certified Irish Angus Beef.



They attended local primary schools and gave the young students inside knowledge, not only on how tasty and healthy the meals within their recipe book were but how much fun it was to assist their parents in preparing a family meal. To gain the interest of the children and to ensure they understood many of the unique qualities of Certified Irish Angus Beef, they held a colouring competition where the artists who created the best pictures were given the opportunity to name the calves.



They set up a blind taste in their school where they cooked regular beef burgers and Certified Irish Angus Beef burgers and asked their fellow students to score them. 80% of those who took part said the Certified Irish Angus burger was better.



After the National Ploughing Championships 2017, the calves arrived in Mallow where the students monitored all of the feed and management of the calves and plotted their live weight gains.



Using every available opportunity, they put what they learned in their experiments in Agricultural Science into practice.

ASHBOURNE COMMUNITY SCHOOL

ASHBOURNE, CO. MEATH



David Corry, Ella Smyth, Kellie Ward and Hannah Keogh come from a mixture of farming and non-farming backgrounds.

They were intrigued by the expansion of the dairy herd over the last number of years and were delighted to be asked to research 'Viability of Dairy Cross Angus Beef Production'.

With the calves placed on the Corry family farm which is steeped in dairy production for many decades, they were well positioned to complete this research. They decided to compare the performance of their five Angus calves with the performance of other Freisian cross calves on the Corry farm.



'AI Bull RGZ who was used on the Corry farm'

Both lots of cattle were slaughtered on the same day and the animals born on the Corry farm slightly out-performed the calves they had received in the competition in terms of grading and weight gain. The clear lesson from this is that Angus calves born from five star bulls and used on Freisian cross cows offer an advantage across every aspect of the feeding, production and processing of these animals.

Grazed grass played a hugely important factor in the production of beef and milk on the Corry farm. The students regularly spent time measuring and assessing the quality of the grass and the grazing condition for the cattle.



Animal health was also a key focus in the production of these animals. The students devised a clear health plan when the animals arrived which was rigorously enforced over their lifetime.



On the visits the calves made to the school and other local events, the public was intrigued at the amount of knowledge these young people had and the complexity and science involved in the production of livestock. The students feel that this created a deeper understanding and respect among the public for the complex work involved in farming and beef production. The conclusion of the group's findings was that superior management at all stages of breeding, feeding and health influences greatly the final return to the farmer.

LAUREL HILL SECONDARY SCHOOL

LIMERICK, CO. LIMERICK



Steeped in tradition, this all-girls school in the centre of Limerick city attracts mainly students from a non-farming background.

Students, Susan O'Neill, Jane McNamara, Aishling O'Neill, Aoibhinn Leahy & Emily Walsh were intrigued by the massive agri business happening all around their city which they knew very little about.



The students set about researching their theme 'The importance of Irish agriculture' with passion, a hunger for knowledge and a desire to share that knowledge with the broader community. With the slogan 'From Wellies to Bellies', and the help of an animated character 'Alfie the Calf', they created a lesson plan that could be used by primary school teachers in the teaching of a variety of subjects with the focus being on agriculture, beef production and in particular, the unique characteristics of Angus beef.

The lesson plan has modules covering the main subjects of Maths, Home Economics, English, Art and puzzles/exercises.



They educated themselves, their school, their community and a number of primary schools within Limerick. This resulted in young children being aware from a very young age of the basics of where their food came from and how closely intertwined the farming community and agri business was in their local economy.

The calves lived and enjoyed many creature comforts on the farm of Pallaskenry Agriculture College which the girls visited on a regular basis to assist in planning their production cycle. On a number of occasions, the girls were asked to speak about their experience and about their animals to groups of students attending the agricultural college which is outstanding considering none of these young women had come from farms.



One of the highlights of the girls' time in the competition was their appearance on RTÉ's Big Week on the Farm where the Irish Angus calves took centre stage. Host Darragh McCullough put the girls' planning to the test when he weighed one of the animals on live television to see had it performed to the planned target the girls had set down.

The good news was the animal had exceeded the target.



SCOIL MHUIRE STROKESTOWN, CO. ROSCOMMON



In the heart of cattle production and surrounded by many expert farmers, Conor Murphy, Ciaran McManus & Dylan Cronin set out to demonstrate the importance of planned production in beef farming.

The students set about ensuring that their animals were ready for slaughter at the most advantageous time of the year and through the production cycle, the animals were in a position to get the maximum benefit of the opportunities that existed. Autumn planning ensured there was adequate grass of high quality for the calves in Spring. Strict daily average weight gains were set out at the beginning. Animals were weighed and measured against these targets.

It was not always straightforward as the weather posed many challenges from a very wet Autumn and fodder shortages to a very dry Summer. The lads created a master plan in September 2017 for the following 18 months. An important aspect of the plan was to ensure that it was flexible to allow changes in order to be in a position to react to the elements outside of their control, such as weather. The lads did this with confidence and ease under the excellent supervision and guidance of their teacher.



Planning is very much a part of everyday life, including school life and in order to highlight how it is necessary to have knowledge of the route you must take and the challenges and opportunities that will present on that route, the boys developed a board game mimicing the Snakes & Ladders game. Additional steps forward were given for achieving targets and being on time and steps backwards for falling short.



Their intention was that this game would be circulated through the local community where parents and students alike would play it together and raise awareness of how real livestock production could mirror the game. At events within the school and wider community, they promoted the game alongside all other aspects of their involvement in the rearing of these cattle.



Strokestown Agricultural Show is very much at the heart of the Irish Angus Cattle Society where the lads set up a stand and spoke to the many Angus experts that attended the show.





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