

*Certified Irish
Angus Beef School
Competition*

PROOF



KEPAK

CHAIRMAN'S ADDRESS TIM DUNNE



On behalf of the Irish Angus Producer Group and our processor partners, APB 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 astonished 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



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ST. JOSEPH'S MERCY SECONDARY SCHOOL, NAVAN, CO. MEATH



AMY EVERARD, SAIDHBH GAFFNEY-BENT, CIARA SMITH, FRANCESCA MCKENNA AND KATIE TULLY WERE GIVEN THE TOPICAL THEME *Women in Agriculture*.



The girls started their promotion of Women in Agriculture with their attendance at an information

meeting in February 2018 on the upcoming reform of the Common Agricultural Policy. After this very informative meeting where they had the opportunity to meet with the Minister for Agriculture, Michael Creed, they decided to make a submission to the EU on behalf of themselves and young women like them taking into account what they saw as the challenges to a career in agriculture. They highlighted a number of issues such as maternity leave for female farmers and they were delighted to see their submission feature on the Dept of Agriculture's website.

One of the most exciting opportunities the girls had was to appear on The Late Late Show in September 2018 to promote the upcoming National Ploughing Championships. With this national platform, they decided to make the public aware of their intention to share their good fortune in winning the calves with their then 27 year old teacher, Ms Aisling Brady, who had suffered an accident in Dubai which resulted in severe brain damage.



In an effort to show their appreciation to Ms Brady, they gave one of their calves as part of a prize fund to raise money to assist her and her family in her on-going care.



Over the following 18 months, they raised a total of €4,700 through attending various local agricultural shows and fairs in Meath and Cavan. At each of these events, they highlighted the historical role of women in agriculture and how this was now changing. They also highlighted the great challenges facing farmers in general but particularly, female farmers.

The highlight of attending these events was their attendance at Bloom in the Park 2019 where they spent the full five days of this festival explaining to the attendance how they see a career and opportunities for them and their families in Irish agriculture. Coinciding with this, they asked the public, many of whom were non-farmers, to complete a survey on the attitudes of tax payers towards the support of the Common Agricultural Policy and of women in agriculture.

They had the opportunity of presenting the findings of their report along with all the work they had completed to TD Ms Regina Doherty and MEP Ms Maria Walsh on a visit to their school in October 2019.

Agricultural Science has been introduced as a timetabled subject for Leaving Cert in their school as a result of the girls' success in the competition.

ST. ITA'S SCHOOL, DROGHEDA, CO. LOUTH



CONOR BELTON, MICHAEL MCQUILLAN AND ALISA CROSBIE UNDERTOOK TO RESEARCH THE THEME *Quality and Flavour of Irish Angus Beef*.



They began by holding a tasting demonstration in the school where local chef, Lee Fitzpatrick, showed how to correctly cook Certified Irish Angus Beef. Of course, Angus came out on top for taste and flavour.



Lee also helped the students develop their own recipes and they created their own Recipe Book. They

very cleverly devised a business plan to fund the publishing of the book and in April 2019, they held a Book Launch evening attended by representatives from the competition sponsors and fellow finalists as well as key figures from the local community. The evening was a great success and to date they have sold over 70 copies!

In an effort to research what opportunities would be available to them when they left school, they attended Ballyhaise Agricultural College and experienced what life would be like on a farm. The early start and physical work didn't challenge them, they loved it!

To spread the word and taste of Irish Angus beef, they hosted a BBQ for the school



on National Burger Day 2018 where they cooked over 160 Irish Angus beef burgers for students and staff. The event was so successful, they repeated it again in 2019 and made it an even bigger and better fun day with old school games like welly boot, ring and horse shoe throwing.



Not many people can say they have been interviewed by Miriam O'Callaghan – but they have!!

In May 2019, the group were invited to the Westcourt Hotel, Drogheda by Head Chef, Michael who helped them create a dish for the restaurant menu. They cooked sirloin and fillet Angus steak and learned how to make brandy and peppercorn sauce, the perfect accompaniment for Angus beef.



COLÁISTE TREASA, KANTURK, CO. CORK



ÁINE
O'CONNOR,

 Coláiste Treasa

GILLIAN CASEY AND MÁIRE MOYLAN
RESEARCHED THE THEME *Benefits of Irish
family Farming Systems*.



Following in
the footsteps
of previous
finalists from
the school,
these very

driven young ladies were determined
to make our own mark. They adopted
the slogan “Pollys to Trolloys” and
after being announced as finalists, were
interviewed on C103, their local radio
station, where they discussed their
experience in the competition and their
plans for the calves.

Undaunted by
politics, they
spoke with
Minister for
Agriculture,
Michael Creed
and MEP Séan



Kelly at the National Dairy Show in
Millstreet, Co. Cork in October 2018.
The politicians were so impressed that
they recognized the girls and spoke with
them at subsequent events including the
Charleville Show.

In partnership with the Science Dept
in their school, the girls held an Angus
Quiz Night for 1st and 2nd Years.
There was a very large attendance and
it was noted that participants were very

knowledgeable about
farming in Ireland.

Engaging with
the community,
the group held a
Best Angus Calf
competition in
Kanturk Mart in
April 2019 and
presented prizes to
the owners of the
two winners, Best

Male and Best Female. The competition
was a huge success and was very well
supported by the local community.

The key findings of the girls' excellent
research include:

- Family farming systems are key players
in all our futures
- Putting the family at the heart of the
farm is what makes Irish agriculture
special and what gives Ireland its
unique and competitive edge.
- Ireland exports to over 180 markets
worldwide and the symbolic value of
Irish farming is what is different about
Irish produce.
- Rural Ireland's future must be the
family farm structure that has built
Ireland's food island reputation.

Each one of these girls demonstrated an
admirable passion for their family farms
and an immense pride in the way their
parents and grandparents protected and
developed these farms.



ROYAL SCHOOL, CAVAN TOWN, CO. CAVAN



RACHEL ALEXANDER, BARRY STRATFORD, SOPHIE REILLY, LLOYD HASTINGS AND KELVIN McNALLY WERE GIVEN THE THEME *The Value of Irish Angus as a Production System*.



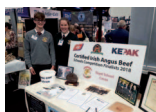
As the first finalists in the competition from Co. Cavan, they began by researching Bord Bia's Origin Green programme. As a result, they decided to outwinter and finish on grass their Irish Angus calves, thus reducing the farm's carbon footprint.



As part of their promotional events, the group designed breadboards with the slogan "Eat Angus Beef" inscribed on them which communicated their message to consumers when they are engaged in simple daily tasks.

The group visited local Angus farmers and spoke to them about why they like the breed. Noel Fitzpatrick, a part-time farmer from Co. Cavan explained the advantages included easy calving and early maturing which suits part-time farming. They also visited Cavan Mart to speak to farmers of the benefits of using Irish Angus in their herd and being a member of the Irish Angus Producer Group.

The students had a prominent presence at the Taste of Cavan 2018 and 2019 and gave presentations on stage about the benefits of Irish Angus beef and their experience in the competition. This experience greatly increased the group's social and presentation skills.



To highlight the importance of positive mental health among farmers, the group organized a "Walk in my Wellies" day in their school in February 2019.

All proceeds went towards Pieta House, a charity that provides assistance for those suffering from any mental health issues.



Beef production in this area is predominately part-time and much of the land in Co. Cavan is of poor quality but the students found a huge passion existed for farming. Many of the farmers they spoke to farmed as a hobby but nevertheless took it very seriously. They found a great focus among the farmers on a desire to take care of the land, the animals and the environment. A passion for animal welfare and an ability to farm with minimum impact on the environment was essential among these folk. By introducing them to the Angus breed, these young people further enhanced the experience of farmers within their area. The temperament of Angus cattle and their ability to winter outdoors and finish on grass resulted in a reduced workload and a higher margin.

The students passionately explained the opportunities of the Angus breed within their area. At the events they attended, and in their interaction with their neighbours, friends and colleagues, their investment within the community over the course of the competition has led many Cavan farmers to re-assess their farming operations.

MARY IMMACULATE SECONDARY SCHOOL, LISDOONVARNA, CO. CLARE



HAILING FROM THE BURREN,
CO. CLARE, AMY WOODS,
KATIE THOMAS AND SÉAMUS
MACNAMARA RESEARCHED
THE THEME *Certified Irish Angus Beef
Production in Tandem with Nature.*



This school is
very focused
on protecting
its unique rural
area, known

as the Burren, for future generations
and it was with this in mind, the group
entered the competition. The Burren
is a karst area where limestone is
exposed on the surface. In some areas,
a thin layer of soil has developed on
top of the limestone. This thin layer
supports a very biodiverse flora and it
is this flora they
wish to protect
while still using
it for commercial
farming.



Winterage refers to the outdoor places
in the Burren where the cattle are
outwintered for several months of the
year. This is possible because the grass
grows all year round in the Burren. The
rough terrain suited the Irish Angus
calves as they are hardy animals and
light on their feet.

As part of their initiative of looking after
future generations, the students visited
every primary school in the Burren and
explained the importance of maintaining
certain farming traditions in the area

and how Irish Angus cattle would help
this system of farming.

Throughout the course of the
competition, the group engaged with
the Burren Life Programme who are
contributing to
sustainable farming
in the Burren.
The objectives of
the Burren Life
Programme are:



- To ensure the sustainable agricultural
management of high nature value
farmland in the Burren
- To contribute to the positive
management of the Burren's landscape
and cultural heritage
- To contribute to improvements in water
quality and water usage efficiency in
the Burren region

The students received excellent advice
and guidance from the Programme and
are very grateful for their support.

In October 2018,
the students
attended the
Burren Winterage
Weekend which



included a
conference on sustainable farming
systems. They gave a presentation on
the role of Irish Angus cattle in relation
to farming in tandem with nature.
They engaged with many delegates
during the conference and received
excellent feedback.

ROSCOMMON COMMUNITY COLLEGE, LISNAMULT, Co. ROSCOMMON



JOHN CUNNIFFE, KEELAN
GALLAGHER AND SÉAN
TRUNDLE RESEARCHED THE
THEME *Value of Irish Angus in
Suckler Systems.*



Roscommon Community College is the only secondary school in Ireland with a farm on its grounds and this gave the boys all the motivation

they needed for entering the competition. The farm is a focus for all students and is used in a number of subjects and initiatives across every year in the school. The farm creates a sense of ownership and pride among the students as they take responsibility for its upkeep. It was the perfect setting for the Irish Angus calves.

The boys began by researching Irish Angus products at their local Tesco store and bought all the ingredients for Irish Angus burgers and spaghetti for 10 people for less than €20. This taught them that Irish Angus beef is readily available in Tesco and is succulent, tasty and good value.

The boys were given an interview by their local radio station, Ros FM, where



they spoke about their experience in the competition and their plans for the calves. They talked about the excellent traits of the Irish Angus breed and why Irish farmers should choose this breed.

The students spoke to present and future students at the open day of Mountbellew Agricultural College about their experience in the competition and the benefits of Irish Angus. They also discussed the suitability of the breed to the Irish climate and to part-time farming.

As part of their social media campaign, the boys composed a song called "The Irish Angus Song" which they have used during the course of the competition. The song can be found on Youtube @ RCCIrishAngusSong.

Over the course of the competition, the boys attended many shows including Strokestown Show, Tullamore Show and Taste of Lakelands Food Festival. They received great support and very positive feedback including from chef Kevin Dundon who told them that Irish Angus is the only beef he chooses for his menu.

The boys were keen to give back to the community that supported them and hosted a coffee morning in aid of EMBRACE, a charity that supports farmers and their families that have been affected by farm accidents and raised €150.



TESCO *finest*★*Certified*



Irish Angus





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CERTIFIED IRISH ANGUS BEEF SCHOOL COMPETITION 2020

