



# Alberta - Canadian Cattle Youth Council Provincial Representative Expectations

## Youth Council Background

The Canadian Cattle Youth Council (Youth Council) is a subsidiary of the Canadian Cattle Association (CCA). The vision of the Youth Council is to cultivate youthful leadership by exposing delegates to industry policy development, while giving them opportunities to gain experience and bring fresh ideas to the CCA and Canadian beef cattle industry. The council also strives to be a conduit of information between industry organizations and youth of the beef industry.

## ABP Expectations and Opportunities

Alberta Beef Producers (ABP) is a sponsor of the Youth Council, and appoints one delegate every two years to a Provincial Representative position.

Alberta's Provincial Representative will be invited and expected to participate in activities on both a national and provincial level. For the provincial level, this includes:

- Providing a written update on all Youth Council meetings and activities by dates determined by ABP's youth engagement coordinator (Stakeholder Relations Manager).
- Providing at least one of:
  - a blog on their activities,
  - a social media takeover,
  - a presentation (or presentations) on their activities at the Annual General Meeting and/or a Producer Meeting in their zone, and/or
  - an interview for The Bovine.
- Attending at least two ABP events per year, including
  - a local Producer Meeting or the AGM, and
  - a zone or provincial event where Alberta cattle industry representatives are needed.

Optional invites to the Board Meetings may also be provided.

*The CCYC delegate may be reimbursed for travel and accommodation expenses beyond their budget. Reimbursements will be at the same rate and with the same expectations as ABP delegates and must be approved ahead by ABP's Stakeholder Relations Manager.*

## CCA Expectations

To read about the Canadian Cattle Association's expectations of Youth Council delegates, refer to the [Canadian Cattle Youth Council Delegate Overview](#).