

British Cattle Breeders' Club's Student Essay Competition

BCBC



DairyCo

“Delivering Sustainable Food Production – what are the Opportunities for Cattle Breeding? ”

In the second year of the competition EBLEX and DairyCo are providing enhanced winner and runner-up prizes in both categories: **Best Beef Student Essay and Best Dairy Student Essay.**

Winners: £100 cash prize plus attendance at the British Cattle Conference 2012 on either 24th or 25th January, with an overnight stay on 24th January to include the Club Dinner plus a presentation of up to 10 minutes at the conference summarising their essay.

Runners-up: £50 cash prize plus attendance at the British Cattle Conference 2012 on either 24th or 25th January with an overnight stay on 24th January to include the Club Dinner.

The Brief: “Looking to the future, our industry is tasked with delivering greater output of high quality food at affordable prices, whilst reducing the impact of its production on the environment and safeguarding the welfare of the animals we keep. With increasing demand for global resources such as cereals and oil, the challenge is to develop sustainable production systems that make the most effective use of our own soils and climate to give us a competitive advantage in a global market. Develop this theme by exploring the means of evaluating performance, focusing on the building blocks of current systems, and looking ahead to the new technologies which may become available to achieve both economic and environmental sustainability for future generations.”

Essays should consist of up to 2,500 words. A panel of EBLEX, DairyCo and BCBC representatives will decide the winners who will be announced on 9th January. All entrants must be available to attend the conference and make their own way there should they win. The conference programme and this leaflet may be found at www.cattlebreeders.org.uk.

Entries must be sent by post or email to the address below by **FRIDAY 16th DECEMBER** and include the following information:

- ⇒ Student's name, email address and phone number
- ⇒ Name of their college, course and lecturer

BCBC Student Competition, Lake Villa, Bradworthy, Holsworthy, Devon, EX22 7SQ
or lesley.lewin@cattlebreeders.org.uk