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\$14,000 in Scholarships and Prizes Awarded at 2024 Canadian Junior Angus GOAL Conference

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Rocky View County, AB — The eighteenth Canadian Junior Angus Guiding Outstanding Angus Leaders (GOAL) Conference was held over the weekend in Kelowna, BC. A total of \$14,000 in prizes were awarded to five finalists in the Canadian Angus Foundation Legacy Scholarship program who shared \$11,000 and a \$3,000 heifer voucher prize was awarded to one lucky attendee randomly selected from the 71 youth in attendance.

Lainie Muir placed first and received a \$5,000 scholarship. Chase Bruynooghe placed second and received a \$3,000 scholarship. Placing third and receiving a \$2,000 scholarship is Elle Groeneveld. Lilly Howell and Percy King each received \$500 as runners-up in the competition.

The Legacy Scholarship program awards \$11,000 in prizes to Canadian Junior Angus members recognizing overall academic achievement, leadership and community involvement, and industry knowledge. The top five applicants attend the GOAL conference for an interview and panel discussion and the scholarships are awarded during the conference.

In addition to the scholarships, Selena Vala of Oliver, BC won a \$3,000 heifer voucher. All attendees had their names entered into a draw and her name was selected. She will use the funds toward the purchase of an Angus female this year.

Highlights from GOAL included presentations on Social Media & Agvocracy in Today's World by Amie Peck, Stakeholder Engagement Manager at Canadian Cattle Association; Managing Your Money as a Young Person by John Olsen, District Director at Farm Credit Canada; a program overview from Kevin Boon, General Manager, BC Cattlemen's Association; and Opportunities in the Beef Industry by Cassie Marchand, Senior Relationship Manager at BMO & Clifton Ranch as well as a tour of The Village Cheese Company, KT Ranches, Farming Karma and H2O Adventure & Fitness Centre. GOAL participants also received dance lessons prior to the formal dinner banquet.

About the Scholarship Recipients

Lainie Muir is in the second year of the Bachelor of Science in agriculture program, majoring in soil science at the University of Saskatchewan. She intends to pursue a career in research in agricultural soil health while also working alongside her mother to develop Crossing Angus. Muir volunteers with 4-H Manitoba, and her local rural municipality, and is also the Manitoba director and Canadian Junior Angus Secretary.

Chase Bruynooghe grew up on his family's beef cattle operation, Spring Creek Ranch, at Outlook, Saskatchewan. He launched his own purebred Red Angus cattle operation, Wingello Cattle Co., in 2014. Bruynooghe is currently in his third year of an animal science degree at the University of Saskatchewan, following in both his parents' footsteps, as they both attended the agriculture program at the school. He is a director with both Canadian Junior Angus and the Saskatchewan Junior Angus Association. When he completes his degree, Bruynooghe intends to pursue a career in agriculture.

Elle Groeneveld of Rocky View County, Alberta, has owned the purebred Angus and Simmental operation Elle Ranches since she was 11 years old. Groeneveld is in her final year of high school. She also plays basketball and participates in a 4-H beef club as a member, youth leader and active volunteer, previously acting as secretary, treasurer and president. Groeneveld is interested in biochemistry and has an interest in a career in pharmacology and scientific research in the beef industry.

Lilly Howell of Penhold, Alberta, is in her final year of high school in Red Deer, Alberta. She plays AAA hockey and teaches power skating to children through her part-time off-farm job. She has participated in a 4-H beef club while also playing hockey and softball. Howell will attend the Haskayne School of Business at the University of Calgary this fall and hopes to play for the hockey team. She intends to obtain a commerce degree and become a chartered professional accountant.

Percy King of Antigonish, Nova Scotia, is in his final year of high school. He plays bass clarinet in the school band, shows cattle, and is a welder. His family has a commercial beef cattle operation and King is bringing Angus genetics into the herd with a goal of establishing a full purebred herd. In the fall he will begin earning a diploma in technology and business management at Dalhousie Agricultural Campus in Truro, NS. His career goal is to have an environmentally sustainable farm that can be passed down to the next generation.

About GOAL and CJA

The GOAL Conference promotes leadership skills within the Angus breed. Junior members from all over the country attend this three-day event held in a different Canadian location each year. During the event, Juniors hear from nationally recognized speakers, participate in workshops designed to improve their leadership skills, get involved in teamwork activities, and develop beef and industry knowledge. Participants are also given the opportunity to network and socialize with fellow Junior Angus members.

Canadian Junior Angus is a group of Angus enthusiasts under the age of 21. GOAL is an annual networking and interactive function organized by the Canadian Junior Angus board. It rotates throughout the country every February.



Legacy Scholarship finalists, left to right: Belinda Wagner, Canadian Junior Angus Coordinator; second-place recipient Chase Bruynooghe, runner-up Lilly Howell, first-place recipient Lainie Muir, third-place recipient Elle Groeneveld, runner-up Percy King; Tom deWaal, Canadian Angus Association President



Tom DeWaal, Canadian Angus Association President; Selena Vala, heifer voucher recipient; Belinda Wagner, Canadian Junior Angus Coordinator

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