



PRESS RELEASE

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AN ANNUAL
FESTIVAL OF
BRITISH BEEF

THURSDAY
18TH MAY 2017

NAEC
STONELEIGH PARK
CV8 2LZ

WWW.BEEFEXPO.CO.UK

Beef Expo are set to host the Future Beef Farmer Competition

For the third year, the NBA will be hosting the Future Beef Farmer Competition in conjunction with AHDB at the NBA Beef Expo in Stoneleigh on the 18th May 2017. The competition invites individuals and groups of 16-36 year olds to showcase their knowledge across a range of aspects of beef production and compete for a range of prizes including Great Yorkshire Show Tickets, a year's NBA membership, AHDB goody bag and much more. The winning team will be awarded the NBA's Duke of Northumberland Trophy while the winner of the open class will receive the NBA Frank Momber Memorial Trophy. Competitors will be judged on carcass selection and their knowledge of nutrition, genetics and health, visiting trade stands of industry experts to demonstrate their skills in each sector.

NBA director Chris Mallon said: "There really is no competition like the Future Beef Challenge anywhere else in the UK and we're delighted to host this competition at Beef Expo 2017. We were delighted with the success of Future Beef Farmer Challenge last year and also in 2015, which attracted a high level of interest from both individuals and teams. To move forward within the industry it is very important to have an in-depth knowledge of the beef sector at both a practical and a scientific level. This competition is designed to challenge both, and we are delighted that it is to become such an integral part of our annual NBA Beef Expo."

"Encouraging the next generation of progressive beef farmers is hugely important for the future sustainability of the industry, and it's something we at the NBA are very keen to support."

The competition comes as part of the National Beef Association's recent campaign to embrace a new generation of beef farmers and the launch of their young member's discount allowing those with an interest in the beef industry aged 16-25 to become a member for just £40 (standard membership is £75).

Speaking about the new memberships, Rosie McGowan, Development Manager of the NBA said: "We are delighted to encourage a new generation of farmers to become more in the work we carry out on behalf of the industry. The NBA's key focus is to act as the voice of the Beef Industry and we feel it is vital that the younger generation are represented."

The NBA Beef Expo aims to bring together the very best in British commercial and pedigree cattle, equipment, knowledge-sharing, and show classes for everyone involved in the industry. **To sign up to the competition please visit our website to download the online booking form.**

Notes to Editor's:

Organised by the National Beef Association, the Beef Expo is a key date in the Beef industry calendar. Hosted by the NBA this year at Stoneleigh's NAEC on the 18th May the Expo will include The Commercial Cattle Show, the South Devons Championships, over 100 industry and educational trade stands, seminars, demonstrations, farm tours (17th May), beef industry dinner (17th May) and the Future Beef Farmer Challenge. Trade stand applications, visitor tickets, farm tour tickets, industry dinner tickets and cattle show entry forms and future beef farmer entry forms are available online on the NBA Beef Expo website, www.beefexpo.co.uk, where further detailed information about the event can also be found.

A word document of this press release can be downloaded at www.beefexpo.co.uk under press releases.

Images and Logos can be requested from the Marketing and PR Manager.

CONTACT INFORMATION

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