



CANADIAN
CATTLEMEN'S
ASSOCIATION

News Release

National Voice Of Cattle Producers

Elanco invests in future leaders of the beef industry through the CYL Program

March 7, 2022

Calgary, AB – The Canadian Cattlemen’s Association (CCA) is pleased to announce Elanco Animal Health Canada Limited as a Gold Sponsor of the CCA’s Cattlemen’s Young Leaders (CYL) Mentorship Program.

Elanco Animal Health Incorporated is a global leader in animal health dedicated to innovating and delivering products and services to prevent and treat disease in farm animals and pets, creating value for farmers, pets, owners, veterinarians, stakeholders, and society as a whole, while making a meaningful impact in local and global communities. Through this partnership, funds will be used to offer young people ages 18-35 unique training, networking, and travel opportunities in the beef industry.

“We’re grateful for Elanco’s sponsorship and their keen interest in helping young people in the beef industry,” said CCA President, Bob Lowe. “This support will be used to groom the next generation of leaders in the Canadian beef industry and position us for future success.”

The CYL Program looks forward to the skills and tools Elanco brings to the table, allowing program participants additional opportunities to strengthen their animal health and husbandry knowledge.

“We are extremely excited to support the Cattlemen’s Young Leaders Mentorship Program, this is a great opportunity to work with young people in the industry and support future industry leaders,” said Elanco Canadian Ruminant Sales Manager, JD McFarlane.

The CYL Program is grateful for the support provided by Elanco and looks forward to seeing first-hand the positive impact this partnership will have on young people in the Canadian beef industry.

About Elanco Canada

Elanco Animal Health is a global leader in animal health dedicated to innovating and delivering products and services to prevent and treat disease in farm animals and pets, creating value for farmers, pet owners, veterinarians, stakeholders, and society as a whole. With nearly 70 years of animal health heritage, we are committed to helping our customers improve the health of animals in their care, while also making a meaningful impact on our local and global communities. At Elanco, we’re driven by our vision of Food and Companionship Enriching life and our Elanco Healthy Purpose™ CSR framework – all to advance the health of animals, people, and the planet. Learn more at www.elanco.com.

*The CCA is the national voice for Canada’s beef cattle industry representing 60,000 beef farms and feedlots.
Visit www.cattle.ca*

About the Cattlemen's Young Leaders (CYL) Mentorship Program

The CYL Program is a national initiative of the Canadian Cattlemen's Association which provides young people ages 18-35 with industry specific training and mentorship opportunities. Through networking, travel, and mentorship, participants are equipped with the skills they need to further the success of the Canadian beef industry in the future. Since established in 2010, the CYL Program has seen over 150 graduates.

For further information, please contact:

Jessica Radau

Youth Leadership Coordinator

Canadian Cattlemen's Association

radauj@cattle.ca | 403-336-2146

www.cattlemensyoungleaders.com