



Better Your Beef- Trailblazer Award

Objective:

This award is presented to individuals or organizations who exemplify excellence and demonstrated innovation for the Hereford breed. They may or may not be members of the CHA but demonstrate a pioneer spirit where they were willing to take risks and go in a path that wasn't already there resulting in advancements for the beef industry, specifically the Hereford breed.

Eligibility:

This can include researchers, academic institutions, auction markets, auctioneers, feedlots, cattle producers, marketers, service providers or others based in Canada or internationally. This may be awarded to an individual or an organization.

Criteria:

Priority will be given to recent initiatives from within the past one to five years that have had a positive impact on the Canadian Hereford Association and the Hereford breed.

Selection Process:

The CHA Recognition Committee will identify one recipient per year, approved by the CHA Board of Directors.

Nominations may be submitted by Provincial Hereford Associations, CHA Board Members or CHA Staff on or before October 1 annually. An immediate family member or partner in the same organization is not eligible as a nominator.

Contact the CHA Executive Director for more information on the nomination process.

Advertising and Promotion:

- In recognition of their contribution, the award winners will be honoured in the Canadian Hereford Digest.
- Recipient will be announced at the CHA AGM.
- A suitable recognition plaque, framed picture, or other trophy will be presented at an agreed to event.
- The award will be presented by the CHA President, CHA Executive Director, a current CHA Director or the Managing Editor of the Canadian Hereford Digest.