

Public Affairs & Education Committee Update – September 2021

Since the virtual AGM, the committee has held one teleconference with great attendance and engaging discussions.

New Committee Members

During the late summer, the BCCA Director's asked that members submit their names for vacant positions on a variety of committees, Public Affairs was one of them. Public Affairs also had ex-officio positions to fill and the committee would like to welcome our new members.

- Katie Hjelmeland – filling the vacancy for Zone 7 – Kootenays
- Cole Bailey – filling the vacancy for Zone 5 – Thompson
- Cassie Marchand – new ex-officio
- Jana Harman – new ex-officio

PNE 2021

The 2020 PNE was cancelled due to Covid, however the Committee was excited to have a full year to work towards creating an impressive booth for 2021. The committee incorporated live animals, handouts, educational posters that were family friendly and interactive. The committee collaborated with both the BC Association of Cattle Feeders (BCACF) and Grasslands Conservation Council (GCC) for this year's booth.

Due to the wildfires, the booth was not staffed by BCCA, BCACF or GCC however all of our handouts, live cattle, posters, etc. were at the booth with the help of PNE staff. The PNE staff expressed that this year's PNE was a great success with majority of the handouts leaving the booth! The committee will start work on the 2022 PNE soon and will look into including and inviting representatives from BC Cattle Feeders, Grasslands Conservation, CRSB, VBP+ and other beef organizations or groups within BC.

Ag in the Classroom – Beef Kits

Public Affairs continues to work with Ag in the Classroom on finding effective ways to get beef production information into the hands of public school kids. Over the last year, Public Affairs has worked with AITC's Teacher Specialist to create a Beef Kit – curriculum outlines and resources (projects, class activities, etc.) for secondary students. As of writing this, the Kits are nearing the end of the production with the graphic designer and we will see them being launched with Ag in the Classroom before the winter break. BCCA will send out reminders to locals and regionals regarding the launch of the kits so that these great projects can see a better uptake in your local schools.