



Featured 4-H Alumnus

Randy Mowat

Hometown: Kemnay, MB

4-H Club: South Brandon Carroll Beef Club

Years in 4-H: 1978-80 as a member & 2010 to present as a volunteer

Projects: Beef

Favourite Leader: Marge McRae and Byron Campbell because of their dedication to being there for the kids each year, their welcoming friendliness and their teachings.



Community Engagement
& Communications



Career History:

- IGA Foods, Brandon 1982 - 1987, Store Management
- McKenzie Seed Co., Brandon 1987 - 1997, Vice President, Marketing

Current Employer/Position: Meyers Norris Penny-Brandon, Calgary 1997 to present, Partner, Senior Vice President, Marketing

My 4-H Story: My 4-H story started in April 1977, when my family relocated to the old family farm in Kemnay from the Fraser Valley in BC. We were involved in agriculture in BC, I was not in 4-H, but had friends who were, so I knew what 4-H was through them.

In the Spring of 1978, I was convinced I needed, and deserved, a dirt bike so I could take advantage of the sprawling new farm I now lived on - and my new neighbour, Andrew Bokkel, had a dirt bike and it was no fun watching him rip around without me being able to keep up!

I had my 15th birthday coming up that June and I never missed an opportunity to pester my Dad about me getting a dirt bike, it was pretty intense campaigning. One morning at breakfast, I was again pushing my case for the bike of my dreams, when he said "OK, you want a motorcycle, then let's get you a motorcycle!" We got up from the table and headed to the truck parked out by the barn. I couldn't believe it. I was going to get my dirt bike. Dad is driving into town to buy me my most desired thing on the planet.

As we pulled away from the barn and headed down the lane way, Dad pulled off the road and into our pasture where our herd of purebred Hereford cattle were grazing with the first of the new calves. Through the pasture, across the creek and up the hill we went. I thought to myself, this is a funny place to put my new dirt bike... but oh well I get to ride it back to the house!

Dad pulled the truck to the edge of the hill and got out of the truck. "Come on" he said, "take a look down there. Here is the deal. See the cows and the calves? I am now going to drive you to the credit union. There, I will co sign a bank loan so you can buy the best calf in our herd from me. Then you are going to join 4-H. You will learn how to feed and care for the animal, halter break and train it for the show ring and at next summer's fair in Brandon you will sell that steer, repay your bank loan and, if you do a good job with your steer, you should be able to buy your dirt bike."

That's exactly what happened and exactly what I did. After the show and sale, I repaid my loan and, yes, I bought my dirt bike.

That's a long way to tell my 4-H story but it's my 4-H story. I stayed in the beef club for a few more years raising steers, showing and selling the calves, but also learning about setting and achieving goals, business elements like knowing the cost of production, selling and margins, how agriculture business works in a unique way from other commercial enterprise, public speaking, leadership, friendship, discipline and hard work.

Without my 4-H experience I don't think I would have developed the courage and confidence that I had to in order to achieve the things that I have in my business career. And my 4-H experience continues to this day. Since 2010, I have been a Trustee and now Chair of the Canadian 4-H Foundation and a Board Member of the Canadian 4-H Council. I continue to learn and develop new skills as a Board Member, working on various committees with some great people from across Canada. The one committee I am proudest of is the re-branding committee which I was Chair. That group created the new 4-H logo which is in use today and we are very proud of the new logo and how it brings all 4-Hers together as 4-H in Canada!

Randy Mowat

Chair, Canadian 4-H Foundation

Board Member, Canadian 4-H Council

Learn To Do By Doing