WestGen Endowment Fund application changes

The WestGen Endowment Fund works to facilitate the improvement of Western Canada's cattle industry through support of extension efforts, targeted research and development, and other special projects. WEF underscores WestGen's on-going commitment to its producer members in helping them strengthen today's cattle industry. WestGen is a proud supporter of 4-H Canada and has placed youth development as a pillar of our endowment fund. For 75 years we have worked to develop the Canadian cattle industry, and recognize the benefits youth and future farmers gain from 4-H are numerous and inimitable.

Applications that are consistent with the following broad subject areas and address one or more priorities are encouraged.

- Extension Activities that serve to enhance producer knowledge and awareness
- Research & Development that is targeted to cattle and has a strong potential for field application
- **Youth Development that encourages interest in cattle-related agricultural topics**
- Special Projects & Initiatives that address current issues and areas of interest in the western Canadian cattle industry

We look forward to reading 4-H applications that, in particular, center on youth development that encourages interest in cattle-related agricultural topics. Preference will be given to applications that are relevant to the dairy and beef industry.

The allocation for MB is $2,500. WEF encourages MB 4-H Clubs to apply for a portion of the funding that is allocated to their province. The provincial 4-H council could also apply for funds especially if it were related to a program that all clubs benefit from. Applications will be reviewed once a year, with an application deadline of March 31st. Applications will be reviewed in the month following the deadline. If there are funds remaining at the end of the calendar year, the funds will be awarded to residual applications at that time.

If you have any questions please contact the WEF Administrator at endowmentfund@westgen.com.