



MEDIA RELEASE

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Canadian Young Speakers for Agriculture Announces Competition Topics

GUELPH, Ontario – Future agriculture and food leaders are more important than ever with soaring commodity prices honing everyone's attention on those feeding the world. The sector's most articulate future leaders will again showcase their abilities at the 27th annual 2011 Canadian Young Speakers for Agriculture competition. The CYSA has just announced the topics for this year's fluid and enthusiastic young communicators:

- Dynamic careers in agriculture and agri-food beyond the farm gate
- Does "value-added" really add to the bottom line?
- How the role of women in agriculture has changed in the past 50 years
- The top five facts people should know about Canadian agriculture
- Farm succession: Who is the next generation of Canadian farmers, and how will they succeed?

This year's competition will take place Saturday, November 5, 2011 at the Royal Agricultural Winter Fair in Toronto, Ontario. Participants in two age categories from 11-24 years old are invited to prepare and present five- to seven-minute speeches in either English or French.

"There's no better time for those interested in agriculture to step up and be heard," says Adam Meyer, CYSA President. "We're excited with the topics for the 2011 competition, and look forward to the ideas and enthusiasm this year's competitors will bring."

Over the years the competition has afforded hundreds of young people the opportunity to showcase, improve, and be recognized for their public speaking skills. In addition to the experience and opportunity to share ideas in a public forum, finalists in both the junior and senior division will receive cash prizes – with the senior champion receiving \$1000 and the junior champion receiving \$500. Assistance with accommodation will also be provided.

Applications are available online at www.cysa-joca.ca. Direct inquiries and other application requests to competition chair Ted Young at 519-824-9253 (tedyoung@cysa-joca.ca).

Applications can be completed online or forwarded to CYSA Inc., P.O. Box 25015, Stone Road Mall Postal Outlet, 370 Stone Road West, Unit 17, Guelph, Ontario N1G 2X0. Applications must be received by September 30, 2011.

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For more information, media may contact:

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