



TEAM UK

Farmfair B.E.E.F International
Edmonton, Canada, November 2026

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Dear Hereford Cattle Society Members,

I hope you are all well following what has been a busy show season. If you don't recognise me, hello! I'm Cerys Jenkins, a member of UK Hereford Youth, and I am incredibly proud to be representing the Hereford Cattle Society as part of Team UK at Farmfair BEEF International in Edmonton, Canada, this November. Farmfair International is one of Canada's major agricultural events, held in the heart of Edmonton, and is home to the prestigious BEEF International competition, which brings together young stockmen and stockwomen from across the world. This year, for the very first time, the United Kingdom will be represented by a team.

Our team consists of:

- Cerys Jenkins (Myself - Hereford Cattle Society)
- Daisy Newton -representing the British Limousin Cattle Society
- Gregor Milne-representing the British Charolais Cattle Society
- Logan Murdoch-Ross - representing the Galloway Cattle Society
- Sophie Harvey - Team Leader and Hereford breeder

We are also incredibly grateful for the support and guidance of Andrew Hughes of Coley Herefords, Farmfairs UK Ambassador, and Hereford Cattle Society Council member.

During our time in Canada, we will be spending time at Pugh Farms and neighbouring ranches, experiencing Canadian agriculture firsthand and learning more about their production systems. We will then head to Farmfair, where we will compete against teams from across the world in a wide range of challenges, including social media marketing, herdsman competitions, veterinary and herd health quizzes, stock judging, showmanship and the 'Monetising Our Trip' competition, alongside many other activities. We will also have the fantastic opportunity to meet and work with 4-H members, sharing our experiences of British agriculture and showcasing the livestock industry here in the UK.

To help make this incredible opportunity possible, we are currently looking for sponsors to support us on our journey. We are extremely grateful to everyone who has already supported Team UK, and we are particularly excited to be attending our upcoming training weekend at Moralee Herefords in Northumberland with Tom and Di Harrison. If you would like to become part of our journey, please take a look at our sponsorship package via the link attached below. It provides further information about our team, the competition and the opportunities available to sponsors in return for their support. If a sponsorship package isn't possible, we would still be incredibly grateful for your support. We have also set up a GoFundMe page, and simply sharing our social media pages, posts and journey with friends, family and fellow agricultural businesses would mean a huge amount to us.

As a team, we feel this is a fantastic opportunity to showcase the very best of British agriculture and our livestock industry on an international stage, while learning from young people and producers from across the world

I am personally incredibly grateful for the support of the Hereford Cattle Society and feel very proud to be representing a breed that is so close to my heart. I will be attending the Hereford Cattle Society Dinner in Shrewsbury and will also be at the sale the following day, so please do come over and have a chat. I would love to meet members and answer any questions you may have about the trip.

Alternatively, please feel free to contact me or any of the Team UK members at any time. Contact information can also be found within our sponsorship package and on our social media pages.

Hopefully, I will see many of you soon, and I wish you all the very best for the autumn and winter ahead -whether that means showing, calving, sales or everything in between!

Thank you once again for your continued support.

Best wishes,

Cerys Jenkins



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