

## Canadian Junior Limousin Association

### Herd Building Incentive 2026

#### Program Details

Members entered into the program must be an active Canadian Junior Limousin member or a recent alumnus (up to age 25) who is currently an active Canadian Limousin Association Member. An active member is a junior who is in good standing with the CJLA and has paid their dues. Eligible alumni must have been actively involved in the CJLA in their previous junior years.

#### Application Details

**One \$500 voucher per age category will be awarded annually for frozen genetics at the CJLA Impact Show banquet.**

Members applying to the program must submit a recording for their respective age categories. A selected panel of judges will evaluate the videos. All submitted videos become the property of the CJLA or CLA for future promotion purposes. **Applicants will be eligible to receive vouchers once in each age division. Vouchers will not be awarded in two consecutive years when the members move age divisions; a one-year gap must be allowed.**

Upon receiving a program voucher, recipients must submit a thank-you video to the CJLA explaining how they used their winnings and the benefits they received. This is aimed to be used for program promotion in future years' lottery.

**Age Divisions for entry:** applicants must enter under their respective age categories

- PeeWee: 8 and under as of January 1st
- Junior: 9-12 years of age as of January 1st
- Intermediate: 13-16 years of age as of January 1st
- Senior: 17-21 years of age as of January 1st
- Alumni: 22-25 years of age as of January 1st

#### **Times**

- PeeWee: 3-5 minute video
- Junior: 3-5 minute video
- Intermediate: 5-7 minute video
- Senior: 5-7 minute video
- Alumni: 5-7 minute video

## **Application Topic**

Submit a video fitting the theme:

### **“Deep Freeze, Big Impact: The Importance of Frozen Genetics”**

- Questions juniors can consider answering include but are not limited to:
  - What do you know about frozen genetics?
  - How would winning this award benefit you? Your herd?
  - How are frozen genetics advancing the limousin breed?
  - How are frozen genetics shaping the future of the breed?
  - Why should the next generation care about frozen genetics?
- Video formats may include, but are not limited to:
  - Presentations
  - Speeches
  - Interviews
  - Slideshows
  - Vlogs

Remember to be creative!

## **Deadline to Submit**

Monday June 15, 2026

11:59 pm MST

## Recipient Selection Process

A panel of three judges, consisting of breed and industry contacts, will be drafted annually to evaluate the applications and choose a recipient in each of the age divisions. The judges will not be related to or know the applicants. First-place applicants will be awarded the \$500 Frozen Genetics Voucher. An interview process may be included at the judges' discretion if a large number of applications occur or judges find close results between applicants.

## Membership Benefits

- Increase participation from current CJLA members as more return from the association is shown through receiving value from the lottery.
- Increased interaction between CJLA members and CLA members, creating more personal connections and more interest in the breed from these networking opportunities.
- Increased membership, resulting in more breeders seeing the value-added experiences that the junior association provides to its members.

- Increase in registered breeders as older CJLA members (and potentially alumni) can start their herds or can expand their herds through the program progressively.
- Displayed success of CJLA members can bring more highlights to our breed/ junior association from other cattle programs