



## **Farmfair International: B.E.E.F. International 2026**

### **Official Competition Guidelines**

Welcome to B.E.E.F. International (Battle of Emerging Elite Farmers) a global competition for young agricultural leaders held during Farmfair International in Edmonton, Alberta, Canada.

### **Competition Guidelines & Team Information**

#### **Competition Overview**

All team members are expected to participate fully throughout the competition program, which includes:

- Four (4) days of competition activities
- Two (2) additional days of educational tours and cultural experiences

Participation in all scheduled sessions is mandatory to remain eligible for awards and final standings.

#### **Team Entry Limits**

A maximum of two (2) teams per country will be accepted

A maximum of twelve (12) teams total will compete in 2026

#### **Awards & Recognition**

Awards will be presented for each individual competition component during Farmfair Internationals Supreme Show.

Overall team standings will be calculated using weighted scoring across all events.

Monetary awards and recognition will be distributed based on final rankings. (Full prize breakdown will be released closer to the event date.)

#### **Sponsorship**

Teams are welcome to secure both monetary and non-monetary sponsorship support from organizations, agencies, or industry partners. All sponsorships must align with Farmfair International values and policies.

#### **Team Requirements**



- Each team must meet the following criteria:
- Teams consist of four (4) members
- Teams must represent a minimum of two (2) cattle breeds
- Participants must be 18–25 years of age at the time of competition  
*(Please contact event staff directly regarding exceptional circumstances)*
- A Team Coach is optional but strongly encouraged
- Teams may select and register their own Team Name

## Individual Competition Details

Overall team scores will be determined through the following five competition components.

### Competition A: “Monetize Your Trip” Pitch Competition (20%)

Teams will deliver a presentation demonstrating how participation in B.E.E.F. International can create value and opportunity in their home country and within the global beef industry.

- Presentation Length: 20 minutes
- Judge Q&A Period: 5 minutes

Teams should address:

- A. Understanding of cattle breeds, beef genetics, and Canadian production practices
- B. Meaningful insight into agriculture and cattle production in your home country
- C. Creative ways this international experience could be “monetized,” such as new partnerships, ag-tourism opportunities, genetic trade, technology exchange or market development.
- D. How knowledge gained at Farmfair will be applied once you return home

### Competition B: Herdsman Competition (20%)

Teams will evaluate cattle exhibitors in the barns over two days using established livestock exhibition standards. Judging criteria will include:

- A. Animal care and preparation
- B. Stall/pen cleanliness and biosecurity
- C. Display organization and professionalism
- D. Exhibitor knowledge and interaction

Final Round: The Top 5 exhibitors will advance to a final in-ring evaluation.



- Teams will score exhibitors again in the ring
- A Master Judge will provide official benchmark scores
- The team closest to the Master Judge's scoring will be crowned Herdsman Champions

*(Detailed scoring rubric will be provided in the September Welcome Package)*

### **Competition C: Treatment & Disease Session + Quiz (15%)**

Participants will attend an educational session focused on:

- Current livestock diseases impacting global trade
- Biosecurity and prevention practices
- Industry response and emerging challenges

A short quiz will follow, along with a moderated discussion with industry professionals.

### **Competition D: Social Media Competition (15%)**

Teams will document and share their B.E.E.F. International experience through social media.

Content should highlight:

- Preparation and behind-the-scenes moments
- International connections and learning
- Agriculture and beef industry messaging

Judging criteria and scorecards will be distributed in advance.

### **Competition E: Cattle Judging Competition (15%)**

Participants will take part in official cattle judging classes.

- Classes will reflect Canadian judging standards
- Educational materials and class information will be provided onsite
- Scores will contribute to overall team standings



## **Competition F: Grooming & Trimming and Showmanship Competition (15%)**

Participants will learn how Canadian Cattle is groomed & trimmed for shows:

- One Cattle per team to complete grooming & Trimming
- Each team member will then take groomed cattle into the show ring and compete in showmanship

## **Educational Sessions & Special Events (Non-Scored)**

### **Beef Grooming & Trimming Demonstration**

Participants will observe and learn Canadian show preparation techniques from start to finish prior to competition.

### **Farm Forward Industry Sessions**

Delegates will attend industry panels and educational seminars on innovation, sustainability, and beef leadership.

### **4-H Alberta Day Session**

Each team will nominate one member to participate in 4-H panel to present information on own country to Alberta's youth 4-H members.

### **VIP Reception**

An exclusive opportunity to connect with agriculture leaders, industry professionals and international delegates and partners.

### **Pre-Tour: Wednesday, November 4, 2026**

Experience Edmonton through iconic cultural sites and host city highlights.

### **Post-Tour: Monday, November 9, 2026**

Visit farms and operations that shape Farmfair International and the Canadian beef industry.

## **Application Process**



- Teams must complete one official application via the B.E.E.F. International webpage
  - International Teams: [B.E.E.F. International 2026 Registration](#)
  - Canadian Teams: [B.E.E.F. International 2026 Canadian Team Registration](#)
- Applications are submitted one per team
- Accepted teams will receive confirmation and next steps by email
- Registrations will close September 30, 2026

### **Funding Support: Travel Reimbursement Program**

Eligible international participants may receive: 50% reimbursement of expenses up to \$1,500 CAD

Canadian teams may be eligible for reimbursement up to 50% reimbursement of expenses up to \$500 CAD

Full reimbursement guidelines and claim procedures will be provided upon acceptance.

### **Information & Support While in Edmonton**

#### **Accommodation**

Teams may book within the Farmfair host hotel block Chateau Lacombe Hotel

#### **Transportation**

- Shuttle service will operate daily between the hotel and Edmonton Expo Centre
- Courtesy vehicles may be requested for:
  - airport pick-up/drop-off
  - approved event-related transportation needs (*Requests must be submitted in advance and are subject to availability*)

### **Communication & Event Updates**

Once accepted:

- Teams will receive an official information email with next steps



- A detailed Welcome Package will be sent in September 2026, including competition scorecards, schedules, judging criteria and preparation resources

### **Event Communication Platform**

A WhatsApp group will be created for real-time updates, reminders, and schedule changes throughout the week.

### **Questions & Contact**

For inquiries, applications, or support, please contact

[International@exploreedmonton.com](mailto:International@exploreedmonton.com)