Beef Cattle Research Council

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**The Canadian Beef Industry   
Award for Outstanding Research and Innovation**

The Canadian Beef Industry Award for Outstanding Research and Innovation is presented by the Beef Cattle Research Council (BCRC) each year to recognize a researcher or scientist whose work has contributed to advancements in the competitiveness and sustainability of the Canadian beef industry. The award was established by the BCRC in 2015.

**Eligibility**

To be eligible, nominees must be Canadian citizens or landed immigrants actively involved in research of benefit to the Canadian beef industry within the past 5 years. Benefit to the Canadian beef industry must be evident in a strong research program aligned with industry priorities, a demonstrated passion and long-term commitment through leadership, teamwork, and mentorship, involvement in ongoing education and training (where applicable), and active engagement with industry stakeholders. Areas of research pertaining to the beef industry may include:

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| * agricultural economics * animal health and welfare * beef quality * environmental stewardship * feed efficiency * feed grains * food safety * forage and grassland production | * genetic improvements * social license to operate * knowledge mobilization * development of industry program(s) * other areas pertaining to the competitiveness and sustainability of the Canadian beef industry |

**Letters of Support**

Also provide a minimum of 3 letters of recommendation that reflect on the influence the nominee has had on Canada’s beef industry. At least one letter should be from the scientific community (i.e. researcher or student) and at least one from an industry stakeholder (i.e. beef producer or staff from an industry organization excluding the Canadian Cattle Association and the BCRC). If a nomination is submitted by an organization, its staff is excluded from providing any of the corresponding letters of support. The letters should reference the nominee’s contribution to the competitiveness and sustainability of the Canadian beef industry through research, communication, and collaboration. Additional support documents are welcome. Ensure letters include the writer’s email address.

**Submission**

Nominations are welcome from all stakeholders of the Canadian beef industry. Nominations must be submitted to [info@beefresearch.ca](mailto:info@beefresearch.ca) **no later than May 1**. Nominations will be kept on file and re-considered for up to two additional years and in such cases, the nominator will be contacted and given the opportunity to revise the nomination.

**Presentation**

The recipient will be announced at the [Canadian Beef Industry Conference](http://www.canadianbeefindustryconference.com).

**Nomination Form**

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| Nominator Information | |
| Your Name: | |
| Occupation, Company: | |
| Email: | Phone: |
|  | |
| Nominee Information | |
| Name of Nominee: | |
| Place of Employment: | |
| Title: | |
| Full Address: | |
| Email: | Phone: |
| Main areas of research (150 words max.): | |
| Which sector of the beef industry has benefited? (check or **bold** all that apply)   * Seedstock * Cow-calf * Backgrounding * Finishing * Packing * Retail * Other (specify: ) | |
| Scientific Contribution: | |
| How has the nominee’s work benefited the Canadian beef industry? For example, what production cost has been reduced, product value attribute(s) improved, risks mitigated, or policies influenced? (700-word max.) | |
|  | |
| List the nominee’s most notable awards and scholarly achievements. (6 max.) | |
|  | |
| List relevant scientific papers that the nominee has published within the past 5 years. (6 max.) | |
|  | |
| Knowledge Mobilization | |
| Describe how the nominee approaches communications and knowledge mobilization, including the methods they use to help producers and other industry stakeholders to better understand and/or adopt research results and innovation. For example, describe   * specific industry events where findings were presented * industry magazines, newsletters or other popular press the nominee worked with to circulate findings (include copies or links if possible) * other forms of communication used (i.e. social media, video spokesperson, webinar presenter) * Where applicable, what commercialization efforts were made? | |
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| Describe how the nominee has helped to develop programs or provide solutions to problems within the industry. |
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| Leadership, Collaboration and Mentorship |
| How has the nominee shown leadership within the scientific community and/or Canada’s beef industry? |
|  |
| How has the nominee collaborated with other researchers and industry specialists to further advance the Canadian beef industry? |
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| How has the nominee worked to mentor students or other researchers? |
|  |
| Why do you believe the nominee is deserving of this award? (max. 350 words) |
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