



BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

AGRI CENTRE - #4 - 10145 DALLAS DRIVE, KAMLOOPS, B.C. V2C 6T4 PHONE (250) 573-3611 FAX (250) 573-5155

The British Columbia Cattlemen's Association is seeking Beef Educators for our consumer education and research program entitled *Behind the Beef*. We are seeking dynamic and personable individuals to educate consumers in the grocery meat department, and fairs/exhibitions in BC's main urban centers about beef production, animal care, environmental stewardship and the nutritional value of beef. A perfect fit would be someone with a ranching background and/or knowledge of the beef industry along with an interest in beef nutrition, meat selection and cooking methods. They would reside in/near one of the areas listed below, be comfortable approaching and talking to consumers, and have exemplary interpersonal skills.

Primary responsibilities would be setting up a display, talking about and answering questions pertaining to beef production, animal care, environmental stewardship and nutrition as well as assisting customers with beef cooking methods and recipes. This position will be part-time, on-call and will require travel to and from venues with a booth and display materials. Events are generally scheduled Fridays, Saturdays and Sundays for four hour shifts. Successful candidates will be required to complete a 1 or 2-day training course. Remuneration will be on an hourly basis and mileage to and from events will be compensated.

Any interested, enthusiastic and energetic individuals with a passion for the beef industry should send their resume and cover letter to:

Attn: Andrea White
BCCA #4-10145 Dallas Drive, Kamloops, BC V2C 6T4
Email: info@behindthebeef.ca
Phone (250) 573-3611 Fax (250) 573-5155

To view more details about the "Behind the Beef" program please visit www.behindthebeef.ca

Currently seeking educators in these locations:

Victoria
Nanaimo
Kelowna / Vernon
Fort St. John / Dawson Creek