

CHAROLAIS INTERNATIONAL YOUTH DEVELOPMENT PROGRAMME 2021

Due to the ongoing Worldwide Pandemic, Charolais International are unable to hold an in person YDP conference this year unfortunately. Instead, we have planned a **Charolais International YDP Video and Photograph Competition** for YDP members from all participating Countries. What this involves is the following:

1. All entrants must be members of their home Countries YDP programme
2. All entrants must be aged from 12 – 24 years old
3. There will be two categories: 1) Best Video 2) Best Photograph

1)Video

The aim of the video is to highlight the benefits of using Charolais in your own Country. We all know that Charolais genetics vary around the World, depending on their purpose. It is important that your video demonstrates what Charolais do best in your Country. Whether it be a Charolais bull out running with a herd of Angus Cows, a herd of Charolais cows with their new-born calves, or a graph showing the impact Charolais is having in the National herd. Please feel free to use your imagination and compile the best video you can to promote Charolais Cattle. The video can contain purebred Charolais and Charolais cross cattle.

- The video must be at least 1 minute 30 seconds, but no longer than 2 minutes 30 seconds.
- The video must consist of all original material.
- It can include pictures, video footage, tables, graphs (anything that promotes Charolais Cattle)
- Only one video can be submitted per applicant.
- Videos must be uploaded to Youtube and the link submitted for entry.

2)Photograph

The aim of the photograph is to capture Charolais at their best and most relevant in your own Country.

- The photograph must be an original, cannot be copied.
- Only one photograph can be submitted per applicant.
- Photograph's can be taken horizontally or vertically.
- The photograph cannot be altered in any way.

In the first instance, videos and photographs must be submitted to your own Country's organiser on or before the 1st October 2021. Each Country will select their own winners in both categories. Each Country can set their own prizes. Each Country will then submit their winners in both categories to Charolais International on or before the 1st November 2021.

Charolais International will then select one overall winner in each category, they will be announced on the 1st December 2021. The overall winner in both categories will receive €1,000 prize money and a Charolais International Award. Each Country's winning video and photograph will be made available on the Charolais International website - <https://www.charolaisinternational.com/>, for all Countries to use as promotional tools in their own Countries.