

The Certified Irish Angus Schools Competition, organized in partnership with ABP and Kepak, offers secondary school students in Ireland a unique opportunity to engage in beef production and agricultural research. Participants are challenged to rear five Irish Angus calves over an 18-month period while conducting a research project on a chosen topic related to agriculture or the agri-food industry. The competition aims to educate students about the care and attention required to produce Certified Irish Angus Beef and to inspire them to consider careers in the Irish agri-food sector.

Application & Interview Process

- **Team Applications:**
Students apply in teams of two to five, typically in TY (Transition Year) or 5th Year. Each team submits an initial proposal outlining their research topic and explaining why they would be strong candidates.
- **Video Submission:**
As part of the application, teams create a short video to introduce themselves, explain their interest in agriculture, and pitch their project idea.
- **Interview Stage:**
Shortlisted teams are invited to attend Croke Park, where they present their idea to a panel of judges in a live interview setting. The interview panel includes representatives from Certified Irish Angus, ABP, and Kepak, who assess communication skills, creativity, knowledge, and passion for the industry.
- **Finalist Selection:**
Five finalist teams are selected to receive five Irish Angus calves to rear over 18 months, while also completing their proposed research projects.

Prizes & Benefits

- **Calves to Rear:**
Finalist teams receive five Irish Angus calves, which they rear as part of the program.

- **Financial Proceeds:**
After rearing the calves, teams sell them at market value—typically generating proceeds of around **€7,500 per group**.
- **Educational Bursary:**
The overall **winning team** receives an additional **€2,000 educational bursary** toward further study.
- **Practical Experience & Industry Exposure:**
Students gain valuable hands-on experience in farming, agricultural science, marketing, and communication. They also engage with professionals from **ABP, Kepak, Bord Bia, Tesco**, and others, gaining real-world insight into agri-food careers.
- **Skill Development:**
Students build critical skills in research, project management, public speaking, and digital media.