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Agricultural Students' Society hosting renowned agri-marketer Robert Saik at inaugural Grow the Future Gala

Robert Saik, renowned author, movie producer, agriculture advocate and the 2014 Agri-Marketer of the Year, will be the keynote speaker at the Agricultural Students' Society's inaugural Grow the Future Gala, Friday, Mar. 16 in the University of Lethbridge Students' Union Ballrooms.

Commonly referred to as the Aggies, the student club created the Grow the Future Gala to showcase the accomplishments of the club's work over the past year and highlight the agriculture-related work being done at the University to local industry.

"The executive team and members of the Aggies have done yeoman's work in bringing Ron Saik to campus," says Dr. Danny LeRoy, associate professor of economics and agriculture studies coordinator at the U of L. "I hope people will get a chance to learn about how these fine young people are making a positive difference in the lives of their fellow students while raising the profile of both the Agricultural Studies Program and the University of Lethbridge."

The club hosts several meetings and events throughout the year, including tours and industry nights. One of their main initiatives, the Bar UL Beef Project, involves working with Kasko Cattle Co. to purchase a steer and study the animal in the feedlot. Students will obtain data to help them learn about nutrition, economics, veterinary care and various other aspects related to the beef sector, all in a hands-on environment.

Saik's keynote presentation promises to resonate with anyone interested in agri-food, entrepreneurship and the role of science and technology as it relates to the food sector.

"Mr. Saik has been in the same shoes many of us are in now – he was a university student about to enter the industry at one point," says Garrett Rockafellow, Aggies club president and a fourth-year agricultural studies student. "We believe that he offers a lot of inspiration to youth in agriculture and has the mindset to help better the agriculture community for the future."

Tickets for the Grow the Future Gala, priced at \$30 each, are available by contacting uoflaggies@gmail.com by Monday, March 12.

To view online: <http://www.uleth.ca/unews/article/aggies-grow-future-gala-showcase-work-campus-club>

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