

2025 Reg Schellenberg Next Generation Legacy Award Recipient Announced

September 10, 2025

Levis, QC—The Canadian Cattle Foundation (the Foundation) presented the annual Reg Schellenberg Next Generation Legacy Award to Brianna Elliot of Sundre, Alberta, to support the Canadian Cattle Young Leaders (CYL) Program. Vice President of the Foundation Lynn Grant and CCA Past President, Nathan Phinney presented the award at the Canadian Cattle Association's (CCA) Semi-Annual Meeting Banquet.

In December 2022, Reg Schellenberg, President of the Canadian Cattle Association, suddenly passed away. In lieu of flowers, the Schellenberg family requested that donations be made through the Canadian Cattle Foundation to support the Canadian CYL Program.

The Reg Schellenberg Next Generation Legacy Award recognizes individuals who exemplify the values Reg Schellenberg was known for—humble leadership, a commitment to mentorship, a spirit of collaboration, and unwavering dedication to the Canadian cattle industry.

CYLs were encouraged to nominate one of their peers for the award based on criteria built with the Schellenberg family, including but not limited to being a positive, humble leader with the ability to bring people together to achieve a common goal, and being an overall exceptional ambassador of the Canadian beef industry. Interviews were conducted with the top nominees to select this year's recipient.

"Reg had a deep belief in the power of mentorship and was dedicated to helping the next generation succeed—his leadership left a lasting mark on us all," said Bob Lowe, Chair of the Foundation.

"It means so much to our family that Reg's passion for the next generation and the cattle industry is being recognized in this way. Thank you to the Canadian Cattle Foundation and the Canadian Cattle Young Leaders Program for helping keep his legacy alive," said Shannon Schellenberg, Reg's wife.

Through this fund, each year a CYL graduate is selected to receive the Reg Schellenberg Next Generation Legacy Award. To recognize the exceptional qualities and contributions of the nominee, the judging committee selects an outstanding young leader who embodies the same dedication and leadership for the Canadian beef sector that Reg displayed. The award includes a travel bursary to attend the 2025 Saskatchewan Beef Industry Conference along with a belt buckle donated by the Schellenberg family ranch, Perrin Ranching 1996 Ltd.

If you would like to contribute to the Reg Schellenberg Next Generation Legacy Award or if you are interested in partnering with the Canadian Cattle Foundation to invest in the next generation of the Canadian beef industry, please contact foundation@cattle.ca

For further information, contact:



News Release

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