



# SCHOOL COMPETITION 2024 FINALIST



## SACRED HEART SECONDARY SCHOOL

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## ABOUT OUR SCHOOL:

Sacred Heart Secondary School, Clonakilty, Co. Cork is an all girls secondary school, under the trusteeship of CEIST. We presently have an enrolment of 544 students. Sacred Heart has provided secondary education to girls in the Clonakilty area and beyond since 1941. In that time the school has become a vibrant educational complex with a focus on academic excellence, through a holistic approach. In Sacred Heart we strive to be a welcoming school to all female students, catholic in character, inclusive in our intake, comprehensive in our curriculum, a school 'where learning continues to be an adventure'.

## WHY WE ENTERED THE COMPETITION?:

Our school has a tradition of entering the Certified Irish Angus Schools Competition. Past groups shared their experiences with us and really inspired us to enter the competition. We all have a huge interest in farming and all come from dairy farming backgrounds. We were aware of the Angus breed from our farming experience and knew that they were a traditional beef cattle breed that produces beef of the highest quality. We wanted to enter the competition to be given the opportunity to promote the Irish Angus breed to both the farmer and the consumer. We thought it would allow us to broaden our knowledge of possible careers in the agricultural industry and develop our teamwork, communication and interpersonal skills.

## THEME OF OUR PROJECT:

### *Increasing awareness of the Certified Irish Angus Brand*

## We will focus our research on the following areas:

- Understanding the impact of CBV on animal performance figures.
- Highlight how the Angus breed helps increase the reproductive efficiency of a farm.
- Why the beef sector is so important to the Irish economy and how farmers can increase profits on their farms by breeding Angus cattle.
- Creating an educational tool for consumers around our mascot "Éire the Angus" .

## We will raise awareness and promote our theme by:

- Creating a forum "Angus Advocates Assembly" to educate local farmers in our community.
- Using our calves to educate farmers about choosing high DBI sires for their cows.
- Having a stand at open day informing visiting parents and pupils about our herd .
- Visiting local marts and summer shows to interact with the farming community.
- Keeping the public up to date on our five calves' performance through the 'Angus Advocates Adventures' social media channels.
- Participating in interviews on our local radio station & in local newspapers.
- Attending and organising local events & discussion groups to make the public aware of our research.