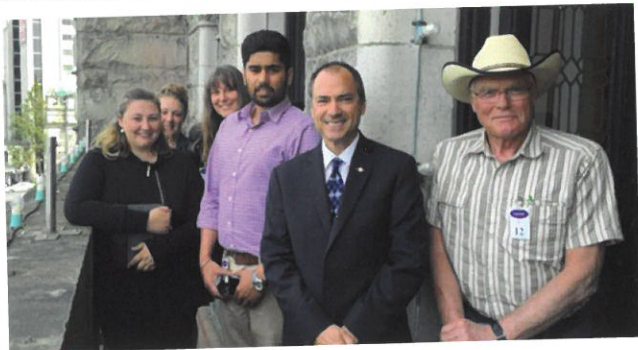


APPLIED SUSTAINABLE RANCHING PROGRAM

PROGRAM UPDATE



TRU Ranching students were in Victoria May 18 to celebrate BC Beef Day and promote the Applied Sustainable Ranching Program. Pictured from left to right: TRU Ranching students Davana Mahon, Megan Flatt, Angela Abrahao and Aftaab Dhillon, BC Agriculture Minister Norm Letnick and Applied Sustainable Ranching Program industry representative Martin Rossmann.

The Applied Sustainable Ranching Program at Thompson Rivers University – Williams Lake Campus has been gaining popularity across the province since it began in January. The program was recently honoured at BC Beef Day. Dr. Ray Sanders, executive director of TRU Williams Lake, received the proclamation for the day in honour of the new program and the opportunities it is creating for ranchers across the province. A number of students from the program were also in attendance and had the opportunity to meet with the Minister of Agriculture to discuss the program and the opportunities it has helped them build.

Students enrolled in the program have completed their first course, ASUR 1020 Business Enterprise, and have moved onto the second, ASUR 1030 Environmental Sustainability. The program is modelled in a block format, allowing students to focus on one course at a time rather than the traditional university model of multiple courses at once. This also gives students the opportunity to begin the program at the start of any course. Registration is now open for the next course in the program, ASUR 1040 Applied Skills and Diversification. This new course will run from August to October.

The Applied Sustainable Ranching Program at TRU is a two-year diploma program. TRU recently reached an agreement with Olds College, which will allow students who complete the diploma to apply for their third year in the Olds Agribusiness degree program. This gives BC students the opportunity to study closer to home for longer, rather than moving away from their homes and businesses.

www.tru.ca/williamslake/programs/sre.html

TRU RANCHING STUDENT PROFILE - AARON HERRICK



Why did you choose the Applied Sustainable Ranching Program at TRU? I was born and raised on my family ranch in Williams Lake, BC and I have been working on the ranch on and off for my entire life. It has always been a dream of mine to work on the ranch full time and eventually take a larger role. The ranch has been in my family since 1955 and year by year, generation by generation, it has grown into what it is now – a 230-head operation that the whole family takes part in. I hope that by participating in the Applied Sustainable Ranching Program at TRU I will be able to expand my knowledge base and skills and take them back to the ranch. I feel that it is now my turn to offer what I have in order to keep it growing for the future generations of my family, and the Sustainable Ranching Program will help me in this pursuit. Ranching is a business that is always changing and I hope to be a part of that change.

What are your thoughts on the program so far?

A lot of valuable knowledge that will be extremely helpful in the future.

Where are you completing your work experience portion of the program?

On our family ranch near Springhouse, Pablo Mountain Ranch.

What has been your favorite part of this program so far?

The ranch tours were interesting and provided a different perspective on how to ranch.

What would you tell a prospective student thinking of taking this program?

It will be a benefit, but be prepared to work at it.

What are your career/educational plans when you complete this program?

In the near future I would like to be managing our ranch.