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Idaho Cattle Association Announces 2025 Heifer of the Year Contest

BOISE, Idaho — Following a successful return in 2024, the Idaho Cattle Association (ICA) is proud to once again announce the Heifer of the Year (HOY) contest in 2025.

Aimed at encouraging youth to meaningfully engage as future producers in the beef industry, the contest is open to students in grades 7-12. The friendly, educational competition introduces students to the role of cattle in everyday life and encourages exploration of careers in agriculture. Participants complete a written exam made up of true/false, multiple-choice, fill-in-the-blank and essay questions, all designed to assess knowledge of cattle production and agri-business.

ICA's purebred council chairman, Chase Lanting, says "ICA remains committed to bringing more young people into production agriculture by creating opportunities for Idaho youth to engage with and learn about agriculture. The HOY contest is a cornerstone of that effort."

The winner of the contest will receive a purebred heifer. ICA purebred producers submit their interest in donating a heifer, and the winning donor is drawn from at hat during the Strolling Supper event at ICA's Annual Convention in November. Additionally, other industry partners have donated scholarships, equipment, feed, and other items in the past. This one-of-a-kind contest not only honors academic achievement, but also provides a strong foundation for a future in the cattle industry.

For more information about the HOY contest, visit Idaho Cattle Association's [website](#) or view the Inside Ag special segment by KTVB earlier this year on 2024's winner, Troy Edwards of Kuna, [here](#). The due date for applications is September 15, 2025.

The Idaho Cattle Association works to preserve, promote, and protect Idaho's cattle industry and its volunteer leadership from across the state is a critical part in achieving this mission and hearing the voices of the industry. Those wishing to donate to the HOY contest, or receive an application, can contact the ICA's office at 208-343-1615 or visit our website, <https://www.idahocattle.org>.

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About the Idaho Cattle Association

The Idaho Cattle Association works on behalf of cattle producing families in the state of Idaho and has a membership of over 1,000 members. It is the only organization in the state that deals exclusively with the needs, interests and welfare of Idaho's cattle industry.

