

“I’m Passionate About Ag” Scholarship

My name is Morgan Debenham, and I grew up on a 200-head commercial cattle operation near Kennedy, Saskatchewan. My passion for agriculture began at the age of six when I first joined 4-H. This program helped me realize not only my love for the agriculture industry but also my deep interest in the beef cattle market. My passion for showing cattle quickly grew, leading me to join the Saskatchewan Charolais Youth Association board and later serve as a representative on the Canadian Charolais Youth Association board. These experiences, combined with my dedication to the industry, have driven me to start my own purebred Charolais herd. While missing school for preg checking or cattle shows occasionally, I have always strived to obtain the highest grades possible. This fact is why I have received Honor Roll with Distinction all three years of highschool and the Principal Award.

This fall, I will be enrolled at the University of Saskatchewan, pursuing a degree in Agribusiness with a focus in Digital Media. I chose this path because I am determined to accurately represent each cattle breed in the media and challenge the misconceptions that are often perpetuated. Growing up, I remember watching the A&W commercials that proudly boasted “100% AAA Angus Beef,” while my parents explained how these misleading campaigns negatively impact our industry. It was at this moment that I realized my passion for revolutionizing agricultural marketing and making a difference in the way the public views farming.

I am deeply driven to pursue this career because I understand that agriculture is the foundation of the world we live in. It’s an industry that demands integrity, hard work, and resilience—qualities that often go unrecognized. Coming from a family farm, I’ve witnessed firsthand how our industry is in dire need of new leaders. Many farmers in my community are reaching retirement age with no young successors to take their place. I believe by pursuing this unique career path in agriculture, I can help rebrand what it means to be a farmer and inspire future generations to take part in this vital industry.

My vision for the future of agriculture is one that is constantly evolving. I envision an industry that is economically prosperous, sustainable, and innovative—where technology and responsible practices work together to ensure long-term growth. I also see a future where young people are eager to join the field, not just as laborers, but as entrepreneurs, leaders, and advocates for the industry. Agriculture is our future, and I am excited to contribute to its growth and transformation.