



Title:	Paddy O'Keeffe Dairy Business Project Award
Award Type:	Award
Programme Description:	
Long Description:	<p>This award is given in memory of Mr Paddy O'Keeffe who was editor of the Irish Farmers Journal for 37 years and made an outstanding contribution to Irish agriculture during his lifetime. He engaged particularly with dairy research at Teagasc Moorepark, and with grassland research worldwide. Paddy believed that new technology, in the words of sir Horace Plunkett, will deliver better farming, better business and better living. Paddy believed that honesty, integrity and a willingness to stand up to various commercial and political pressures was essential. For over the 60 years, since the establishment of the IFJ in 1961 in association with John Mooney, Paddy has been a key figure in Irish Farming sector. The Paddy O'Keeffe Dairy Business Project Award is in recognition of Paddy O'Keeffe's dedication to agricultural education and grass based dairy production. It is awarded to the student that completes the best Dairy Business Project which is undertaken in the 3rd year of the BAgrSc in Dairy Business programme. The award consists of a medal and a monetary prize.</p>
Value:	350