



EastGen

NEWS RELEASE

FOR IMMEDIATE RELEASE
JULY 23, 2012

Youth Shine at EastGen Atlantic 4-H Showcase 2012

TRURO, NS – Close to 85 dairy and beef participants lit up the fairgrounds in Truro, Nova Scotia from June 22nd to 24th with their youthful enthusiasm displayed during the **2012 EastGen Atlantic 4-H Showcase**. This was the first youth event for 2012 in a series of four organized by EastGen across their service area.

“This was the largest group of youth participants we’ve had in the 23 years of this Truro event, and one of the largest spectator crowds we’ve ever had there to cheer them on,” said Dale MacPhee, EastGen Atlantic Area Manager, who emphasizes the company’s commitment to supporting and encouraging youth in agriculture. “It is important to mentor youth who are our future community leaders and represent the future of our agricultural industry.” MacPhee also commended Nova Scotia 4-H for their generous support and thanked all event leaders and sponsors who joined EastGen to make the Showcase an ongoing success.

The three-day event drew 4-H aged participants from across the Atlantic region. During the first two days there were presentations given by industry specialists, and then participants had the chance to put what they learned into practice on show day. “There is nothing like learning to do by doing. It’s the 4-H motto and one that EastGen firmly supports,” stated MacPhee.

An exciting feature of the Showcase is the embryo jackpot for dairy competitors. A draw for one embryo was made in each class, giving all competitors the chance to win. Thanks to the following Holstein breeders who so generously provided elite pedigreed embryos, sired by Semex bulls, from the heart of their breeding programs for a draw in each class:

Bigmaple-Dunphy’s Holsteins Ltd., Keswick, NB; **Lonelymaple Holsteins**, Upper Stewiacke, NS; **Crasdale Farms**, Hunter River, PE; **Gardenvale Farms Inc.**, Charlottetown, PE; **Goldenflo Holsteins**, Marshfield, PE; **Pure Holsteins**, Little Rapids, NF; **Weeksdale Holsteins**, Breadalbane, PE, **Ashlyn Holsteins** and **Frizzells Valleyville Farm Inc.**, Hunter River, PE; **Lindenright Holsteins**, Antigonish, NS; and **Lewisdale Holsteins**, York, PE, and **Eastside Holsteins**, Frenchfort, PE.

These embryo donations were promoted prior to the event via EastGen’s website, Facebook page, and other media outlets. This created a stir among participants eager to win a potential-packed embryo that could develop into an outstanding animal and one day be credited with encouraging their future in the dairy industry.

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2012 EastGen Atlantic 4-H Showcase Results:

DAIRY SHOW WINNERS: Champion Showperson - **Andrew Eikelenboom, NS**; Reserve Champion Showperson - **Tyler Parlee, NB**; Champion Calf - **Andrew Eikelenboom, NS**, with **St-Jacob Goldwyn Hillary-ET** (first place summer yearling); Reserve Champion Calf - **Kyle Bouma, PE**, with **Red Oak Sanchez Odyssey** (second place summer yearling); Hon. Mention Calf - **Connor Mann, PE**, with **Weeksdale Braxton Replay** (first senior heifer calf); Overall Dairy Champion - **Tyler Parlee, NB**; Reserve Champion Overall Dairy - **Patti Douglas, PE**.

BEEF SHOW WINNERS: Champion Showperson - **Becky Lowe, NS**; Reserve Champion Showperson - **Melanie Delong, NS**; Champion Calf - **Taylor Stewart, NS**, with **Harmony Ridge Simone**; Reserve Champion Calf - **Nicole Booth, NB**, with **Reen 400Y**; Overall Beef Champion - **Becky Lowe, NS**; Reserve Champion Overall Beef - **Taylor Welch, NB**.

DAIRY EMBRYO JACKPOT WINNERS:

Kelly Thomson, NB	Lheros x Pineriver Broker Helen, donated by Bigmaple-Dunphy's Holsteins Ltd., NB
Kyle Bouma, PE	Fever x Lonelymaple Astronomical Kala, donated by Lonelymaple Holsteins, NS
Parker Briggs, NB	Lavaman x Cowtown Make A Wish-ET, donated by Crasdale Farms, PE
Tyler Parlee, NB	Sid x Gardenvale Dundee Analeese, donated by Gardenvale Farms Inc., PE
Erin Graves, NS	Windbrook x Goldenflo Gibson Smarties, donated by Goldenflo Holsteins, PE
Patti Douglas, PE	Windbrook x Beckholm Goldwyn Pennisha, donated by Pure Holsteins, NF
Rebecca Williams, NB	Stanleycup x Morsan Miss Interpret, donated by Weeksdale Holsteins, Ashlyn Holsteins & Frizzells Valleyville Farm Inc., PE
Taylor McCready, NB	Windbrook x Lindenright Goldwyn Diamond, donated by Lindenright Holsteins, NS
Alexa Wilson, NS	Numero Uno x Lewisdale Eastside Gold Amaze, donated by Lewisdale Holsteins and Eastside Holsteins, PE

EastGen wishes to express thanks to the following sponsors who supported EastGen Atlantic 4-H Showcase 2012 in various ways:

Lindenright Holsteins; PEI Branch of Holstein Canada; Nova Scotia Animal Breeders; Maritime Angus Association; (LCL) Legault Companies; Parkers Plants; Atlantic Holstein Promotions (All Atlantic Night); Central Nova Holstein Club; 4-H Councils and Clubs of Nova Scotia; Nova Scotia Agricultural College; Nova Scotia 4-H; New Brunswick 4-H; Prince Edward Island 4-H; and Scotsburn Dairy.

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EastGen is a farmer owned company based in Guelph, Ontario. EastGen serves the dairy and beef breeders of Ontario, New Brunswick, Newfoundland and Labrador, and Prince Edward Island. EastGen and their two partner cooperatives across Canada are proud owners of The Semex Alliance, which is recognized as a leader in developing and marketing elite dairy and beef genetics to customers around the world.

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Photos are available via email upon request provided that photo credit is given to EastGen upon any reproduction/electronic posting. For more information contact:

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