



NEWS RELEASE

FOR IMMEDIATE RELEASE

JULY 23, 2012

The Competition Was Hot at EastGen Challenge West 2012

STRATFORD, ON – Despite 30 degrees plus weather, 173 participants descended upon the fairgrounds in Stratford, Ontario from July 5th to 6th for two days of education, skill enhancement, fun and friendly competition at the **2012 EastGen Challenge West**. This was the third youth event for 2012 in a series of four organized by EastGen across their service area, and drew the largest number of competitors.

“As staff, one of the highlights of our year is to work with the next generation who are so enthusiastic, energetic and passionate about the dairy business,” said Brian O’Connor, EastGen general manager. O’Connor also thanked all sponsors who joined EastGen to make this Challenge an ongoing success, in particular Gold Sponsor - RK Animal Supplies; Silver Sponsors - Air Liquide, Bioniche Animal Health, Cober Evolving Solutions, Deto Aps, and Langalier Assurances; and Bronze Sponsors - CIBC, Swackhammer Vet Services, and Vetoquinol.

The two-day event drew 4-H aged participants from across the western Ontario region. During the first day of the event participants were motivated and educated during presentations from EastGen’s Andrew den Haan, Dr. Tim Henshaw and Mark Carson, and then wrote a quiz. The participants then put their skills to the test on show day under the appraisal of judge Brian Carscadden of Guelph, Ontario.

An exciting feature of the Challenge West for the first time this year was an embryo jackpot. 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:

Carldot Farms, Stratford, ON; **Hanalee Holsteins**, Embro, ON; **Hazelcrest Holsteins**, Embro, ON; **Heather Holme Holsteins**, Goderich, ON; **Hicklee Farm**, Hanover, ON; **Marbro Holsteins**, Woodstock, ON; **McIntosh Holsteins**, Embro, ON; and **Smithden Holsteins**, Woodstock, ON.

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 inspiring their future in the dairy industry.

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2012 EastGen Challenge West (Stratford) Results:

Champion Showperson - **Chris Steven, Lambton County**; Reserve Champion Showperson - **Alisha Burgess, Middlesex County**; Champion Calf - **Joshua Bos, Waterloo Region**, with **Bosdale Fever Laura** (first place summer yearling); Reserve Champion Calf - **Natasha Tripp, Niagara North**, with **Sunspark Windbrook Extra** (first place intermediate heifer calf); Hon. Mention Calf - **Greg McIntosh, Oxford County**, with **McIntosh Juanita Goldwyn** (second place intermediate heifer calf); Overall Champion - **Greg McIntosh, Oxford County**; Reserve Overall Champion - **Chris Steven, Lambton County**. Top Quiz - **Michael Lupton, Oxford County**; Best Exhibit - **Niagara South**; Premier County - **Lambton County**.

EMBRYO JACKPOT WINNERS:

Megan Johnson, Bruce County	Windbrook x Carldot Mr Burns Isadora, donated by Carldot Farms
Lauren Benoit, Perth County	Lauthority x Hanalee Modest Amanda, donated by Hanalee Holsteins
Erica Sayles, Brant County	Fever x Hazelcrest Outside Lulu, donated by Hazelcrest Holsteins
Alisha Burgess, Middlesex County	Stanleycup x Heather Holme Golden Desiree, donated by Heather Holme Holsteins
Teegan Towers, Middlesex County	Goldwyn x Hicklee Damion Gabby, donated by Hicklee Farm
Mackenzie Wright, Essex County	Sid x Marbro Astronomical Chloe, donated by Marbro Holsteins
Katrina Wiebe, Niagara North	Stanleycup x McIntosh Jewel Lee, donated by McIntosh Holsteins
Sarah Campbell, Middlesex County	Stanleycup x Smithden Shottle Autumn, donated by Smithden Holsteins

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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