



EastGen

NEWS RELEASE

FOR IMMEDIATE RELEASE
JULY 23, 2012

Competitors Faced the Heat at EastGen Challenge East 2012

MARKHAM, ON – Despite a lingering heat wave in southern Ontario, 110 participants and their calves braved 30 degrees plus weather and gathered at the fairgrounds in Markham, Ontario from July 12th to 13th for two days of education, skill enhancement, fun and friendly competition at the **2012 EastGen Challenge East**. This was the final youth event for 2012 in a series of four organized by EastGen across their service area.

“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 central Ontario region. During the first day participants were motivated and educated during presentations from EastGen’s Andrew den Haan, Dr. Tim Henshaw and Mark Carson, and wrote a quiz. The participants then put their skills to the test on show day, performing for the appraisal of judge Bruce Mode of Vankleek Hill, Ontario.

An exciting feature of the Challenge East 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:

Crovalley Holsteins, Hastings, ON; **Fradon Holsteins Ltd.**, Branchton, ON; **Fraeland Holsteins**, Fergus, ON; **Howard-View Holsteins & Doanlea Holsteins**, Norwich, ON; **Millbrooke Holsteins**, Badjeros, ON; **Ronbeth Holsteins**, Hastings, ON; **Sunspark Farms Inc.**, Hepworth, ON; and **Vale-O-Skene Holsteins**, Little Britain, 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.

(continued on pg. 2)

2012 EastGen Challenge East (Markham) Results:

Champion Showperson - **Peter Leach, Kawartha Lakes**; Reserve Champion Showperson - **Lindsay Bebbington, Peel Region**; Champion Calf - **Dan Werry, Durham West**, with **Lorneva Braxton Dolly** (first place senior heifer calf); Reserve Champion Calf - **Patrick Baird, Durham West**, with **Royalwater Fever Jenna** (first place summer yearling heifer); Hon. Mention Calf - **Peter Leach, Kawartha Lakes**, with **Kaymanor Jersey Devil** (second place senior heifer calf); Overall Champion - **Dan Werry, Durham West**; Reserve Overall Champion - **Peter Leach, Kawartha Lakes**. Top Quiz - **Eric Wright, North Simcoe**; Best Exhibit - **Grey County**; Premier County - **Peterborough County**.

EMBRYO JACKPOT WINNERS:

Amanda Shier, Durham West	Jordan x Kigezi Gibson Juice, donated by Vale-O-Skene Holsteins
Brigitte Herrema, Durham West	Jasper x Fraeland September Lou, donated by Fraeland Farms
Courtney Grandy, Durham West	Sid x Fradon Allen Alubee, donated by Sunspark Farms Inc.
Emily Stephenson, Simcoe South	Lauthority x Howard-View Bolton Reeva-ET, donated by Howard-View & Doanlea Holsteins
Max Wanless, Halton Region	Goldwyn x Crovalley Gibson Jewel, donated by Crovalley Holsteins
Lisa Shier, Durham West	Fever x Lexis CQ Titanic Lottie, donated by Fradon Holsteins Ltd.
Evan Stanley, Peterborough County	Lauthority x Millbrooke Outside Candis, donated by Millbrooke Holsteins
Stephanie McCall, Kawartha Lakes	Stanleycup (sexed embryo) x Ronbeth Goldwyn Tia, donated by Ronbeth 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.

- 30 -

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

Tara Reynolds, EastGen Communications Coordinator
Tel.: 888-821-2150/519-821-2150 x252 • Email: tara.reynolds@eastgen.ca