



EastGen

NEWS RELEASE

FOR IMMEDIATE RELEASE
JULY 18, 2013

EastGen Challenge West 2013: A Much Anticipated Event for Dairy Youth Delivers Education and Positive Experiences

STRATFORD, ONTARIO – “Are you going to EastGen? I can’t wait for EastGen!” – These words uttered by dairy youth and parents and overheard in the weeks leading up to the EastGen Challenge West solidify that fact that this annual event is much anticipated and relevant for dairy youth. This year 162 participants gathered at the fairgrounds in Stratford, Ont., on July 4th and 5th for two days of education, fun, and friendly competition. This was the second of four similar events organized by EastGen and held across their service area this summer.

“It’s very exciting for us to work alongside and see firsthand the enthusiasm and passion our young 4-Hers have,” commented Brian O’Connor, EastGen general manager, at the conclusion of the Stratford event. “What’s even more impressive is how they competed and participated in a respectful manner with a high degree of sportsmanship.”

The education theme for 2013 EastGen youth competitions – “The Cow That Never Gets Noticed”, prompted presentations by EastGen’s Dr. Tim Henshaw and Semex’s Jay Shannon. A quiz was then written by competitors, largely based on the theme topic. Carl Phoenix, Sunderland, Ont., judged the conformation and showmanship classes. Phoenix gave thorough reasons to each showperson, thus assisting them to further hone their skills in preparation for their next competition.

An embryo jackpot was once again an exciting feature for Challenge competitors. One embryo was randomly drawn in each class in order to give all participants a chance to win. Thanks to the following Holstein breeders who generously provided elite pedigreed embryos, sired by Semex sires, from the heart of their breeding programs: **Walnutlawn Farms**, Tavistock, ON; **Peartome Holsteins**, Hagersville, ON; **Maplevue Farms**, Listowel, ON; **Mapel Wood Farms**, Jerseyville, ON; **Innes Farms Inc.**, Woodstock, ON, **Karnvilla Farms**, Woodstock, ON, **Comrie Farms**, Ilderton, ON; **Ardross Holsteins**, Caledonia, ON; and **Cavanaleck Farms Ltd.**, Belmont, ON.

2013 EastGen Challenge West (Stratford) Results:

Champion Showperson – **Christine Armstrong, North Niagara County**; Reserve Champion Showperson – **Linda Franken, Huron County**; Champion Calf – **Christine Armstrong, North Niagara County**, with **Duckett Federal Taz-ET** (first place senior heifer calf, sired by Duckett-SA Federal-ET); Reserve Champion Calf – **Kyle Slaughter, Lambton County** with **Dortholme Goldwyn Alexis** (first place junior yearling heifer, sired by Braedale Goldwyn); Hon. Mention Calf – **Cassie Hawthorne, Perth County**, with **Bobmur**

TJW Colt P Nia (first place intermediate heifer calf); Overall Champion – **Christine Armstrong, North Niagara County**; Reserve Overall Champion – **Chris Steven, Lambton County**; Top Quiz – **Sjoerd Kemmere, Perth County**; Best Exhibit – **South Niagara County**; Premier County – **Oxford County**.

EMBRYO JACKPOT WINNERS:

Serena Allardyce, Brant County	Jasper x Eagleeye Talent Lisa, donated by Ardross Holsteins.
Emily Franken, Huron County	Windbrook x Cavanaleck BG Sade, donated by Cavanaleck Farms Ltd.
Michael Lupton, Oxford County	Goldwyn x Mapel Wood Shottle Gigi, donated by Mapel Wood Farms.
Megan Johnson, Bruce County	Goldwyn x Cityview R Q T Q, donated by Innes Farms Inc.
Hayley Wright, South Niagara County	Fever x Walnutlawn Dundee Heather, donated by Walnutlawn Farms.
Shawn VandenBoer, Lambton County	Windbrook x Peartome Queen Latifah, donated by Peartome Holsteins.
Ashlyn Dickie, Haldimand County	Airintake x Regancrest RBST Blossom-ET, donated by Maplevue Farms.
Justin Bos, Waterloo County	Lauthority x Karnvilla Jasper Rhyme, donated by Karnvilla Holsteins.
Jakob Arth, Wentworth County	Windbrook x Howard-View Goldwyn Roz-ET, donated by Comrie Farms.

EastGen is a farmer owned company headquartered in Guelph, Ont. EastGen serves the dairy and beef breeders of Ontario, New Brunswick, Newfoundland and Labrador, and Prince Edward Island. EastGen, and their two partner cooperatives located in British Columbia and Quebec, 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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