



EastGen

NEWS RELEASE

FOR IMMEDIATE RELEASE
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EastGen Challenge West 2014: Two days of education, fun and competition!

STRATFORD, ONTARIO –This year 159 participants gathered at the fairgrounds in Stratford, Ont., on July 3rd and 4th 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.

“The EastGen Challenge is an event that has past participants coming back year after year. They will be the future leaders in our communities and represent the future of agriculture, one which we are proud to be a part of,” commented Brian O’Connor, EastGen general manager, at the conclusion of the Stratford event. “We are continually impressed by the calibre of animals and the enthusiasm and talent put forth by the participants in our largest youth show.”

The education theme this year – “Raising the next generation”, prompted presentations by EastGen’s Dr. Tim Henshaw, Mark Carson, and Drew Tyler. Andrew Campbell of Fresh Air Media gave a special presentation on agriculture advocacy which was a highlight for many. Ann Godkin, OMAFRA Veterinarian, presented a calf management session for participants on-farm. For the 2014 year, participants traveled to Delhome Farms, Milverton and Tedliz Farms, Poole, where they toured modern robot facilities while taking in presentations. A quiz was then written by competitors, largely based on the theme topic. Day two featured showmanship and conformation classes during which all competitors were assessed under the watchful eyes of Judge John Werry, Oshawa, Ont.

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: **Douglas Winger**, Cayuga, ON; **Ardross Holsteins**, Caledonia, ON; **Bosdale Farms Inc.**, Cambridge, ON; **Bruview Holsteins**, Elmira, ON; **Claynook Farms Ltd.**, New Hamburg, ON, **Breamont Holsteins**, Tavistock, ON, **Maplevue Farms**, Listowel, ON.

2014 EastGen Challenge West (Stratford) Results:

Champion Showperson – **Chris Steven, Lambton**; Reserve Champion Showperson – **Jenna Elliott, Lambton**; Champion Calf – **Ashley Young, Niagara North**, MS Duckett Dyment Coral-ET (by Amighetti Numero Uno); Reserve Champion Calf – **Brent Sayles, Brant**, with Bridon Tequila Gauge; Overall Champion – **Chris Steven, Lambton**; Reserve Overall Champion – **Madison Dyment, Oxford**; Top Quiz – Tie for first place - **Chantal Stoop, Niagara South & Jesse Van Kesteren, Chatham Kent**; Best Exhibit – **Niagara North**; Premier County – **Lambton County**.

EMBRYO JACKPOT WINNERS:

Michael Reijnen, Perth	Chipper P x OCD Planet Diamond-ET from Claynook Farms Ltd., New Hamburg, ON
Derrick Knill, Perth	Numero Uno x Ardross Atwood Velvet from Ardross Holsteins, Caledonia, ON
Brooklyn Johnston, Perth	Doorman x Lexis VV Sanchez Mercedes from Breamont Holsteins, Tavistock, ON
Erika Morrison, Waterloo	Raptown x Maplevue Picolo Delight from Maplevue Farms, Listowel, ON
Jordan Templeman, Perth	Lauthority x Bosdale Outside Portrait from Bosdale Farms Inc., Cambridge, ON
Jenna Elliott, Lambton	Chelios x Farnear-BH-VH Dipn-Di-ET from Bruview Holsteins, Elmira, ON
Colton Oughtred, Brant	Bookkeeper x Misty Springs M O M Bacardi from Claynook Farms Ltd., New Hamburg, ON
Emily Strenzke, Waterloo	Doorman x Keylas Goldwyn Georgina from Douglas Winger, Cayuga, ON

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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