



# EastGen

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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### **Keen competitors vie for top honours in conformation, showmanship and education at EastGen's first show of the season**

STRATFORD, ONTARIO –176 participants descended upon the fairgrounds in Stratford, Ontario from July 2<sup>nd</sup> to 3<sup>rd</sup> for two days of education, skill enhancement, fun and friendly competition at the 2015 EastGen Challenge West. This was the first youth event for 2015 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. “These participants are the future leaders in our communities and represent the future of agriculture, one which we are proud to be a part of.”

The two-day event drew participants between 14 and 21 years of age, from across the western Ontario region. During the first day of the event, participants were motivated and educated during a presentation from Andrew Campbell of Fresh Air Media. Andrew’s topic of social media and agriculture advocacy was a highlight for participants who have been following his #farm365 campaign on Twitter this year. Participants spent the afternoon at Walnutlawn Farms in Tavistock, Ontario. While touring and learning from the Zehr family, 4-H’ers also had the opportunity to learn from EastGen’s Jim Biggar and Stephanie Murphy from Grand Valley Fortifiers. A quiz followed the education portion, which contributes to final scores for the overall grand champion award.

The participants then put their skills to the test on show day under the appraisal of judge Jeff Stephens of Troy, Ontario.

### **2015 EastGen Challenge West (Stratford) Results:**

Champion Showperson – **Serena Lamont**, Bruce; Reserve Champion Showperson – **Ashley McConnell**, Huron; Champion Calf – **Brent Sayles**, Brant, with Schlute Bros Tequila Dreamer; Reserve Champion Calf – **Stacey Leppert**, Niagara North, with Unique Lotus Bashful; Overall Champion – **Katrina Wiebe**, Niagara North; Reserve Overall Champion – **Madison Dymont**, Brant; Top Quiz – **Jakob Arth**, Wentworth; Best Exhibit – Tie - **Niagara North & Waterloo County**; Premier County – **Bruce County**.

EastGen is a farmer owned company headquartered in Guelph, Ont., serving 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 Semex, which is recognized as a leader in developing and marketing elite dairy and beef genetics to customers around the world.

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