



News Release

FOR IMMEDIATE RELEASE

July 12, 2016

EastGen Showcase Spencerville – Summer Fun and Education for Keen Dairy Youth Competitors

SPENCERVILLE, ONTARIO – 77 participants from Eastern Ontario started arriving at the Spencerville Fairgrounds on Monday, July 4th and despite the heat, got the calves settled in for the two-day event. This Showcase was the first youth show 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. “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 is highlighted by education and skill enhancement sessions as well as the fun and friendly show which is comprised of both a showmanship and conformation division. The educational session, held on the first day, included a presentation by keynote speaker Christina Crowley-Arklie, Press Secretary for the Ontario Minister of Agriculture, Jeff Leal. The presentation was followed by a very lively and motivating speaker panel composed of Christina Crowley-Arklie, Lynsay Beavers of the Canadian Dairy Network and Craig Leroy, Dairy Solutions Specialist with EastGen. All three young professionals gave some insight into their education, career paths and thoughts on the current agricultural industry. The day was finished off on a high note with a very complete showmanship demonstration

hosted by Bobby Jarrell, seasoned judge and past-winner of an EastGen youth show.

The next morning, the participants worked hard to get themselves and their calves to the ring in tip top shape and showed off their skills and hard work before the judges, Jamie Black for conformation and Kyle Rivington for showmanship.

2016 EastGen Showcase Eastern Ontario (Spencerville) results:

Champion Showperson – **Mauranne Hébert, Grenville**

Reserve Champion Showperson – **Rebecca Redner, Northumberland**

Champion Calf – **Justin Velthuis, Carleton, with Riverdown Atwood Jigglelea**

Reserve Champion Calf – **Aimee Vanloon, with Payneside II Good Gravy**

Overall Champion – **Rebecca Redner, Northumberland**

Reserve Overall Champion – **Justin Velthuis, Carleton**

Top Quiz – **Becky Allen, Prescott**

Best Exhibit – **Northumberland**

Premier County – **Grenville.**

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.

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:

Christa Ormiston, EastGen Communications Coordinator Tel.: 1-888-821-2150/519-821-2150 x252 or Email: christa.ormiston@eastgen.ca