

PARTICIPANT PACKAGE



EastGen



2021



*Youth
Ag-Stravaganza!*

July 6 & 7th



Invested in your future.



Tuesday, July 6 & Wednesday, July 7, 2021

A virtual event, presented online via AssistExpo

Event hashtags: #EGAgStravaganza

#eastgen2021

#eastgen

Event Registration: All 4-H participants are required to register at <https://www.assistexpo.ca/eastgen-2021> for this event by 8:00 p.m. EST on Tuesday, June 22, 2021.

Note: Registrants must login and participate “live” each night according to the agenda below.

Event Agenda

Tuesday, July 6th - 7:00 p.m. to 9:00 p.m. EST

- Introduction and review of competition details
- Tips for judging beef and dairy cattle from expert judges
- Judging class of 4 beef cattle (time limited)
- Judging class of 4 dairy cows (time limited)
- Presentation - *Green Sustainability in Agriculture* -- Dr. Michael Lohuis, Vice-President, Research & Innovation, Semex
- Live Q & A session with Mike Lohuis
- Video release party for randomly selected TikTok submissions

Wednesday, July 7th - 7:00 p.m. to 9:00 p.m. EST

- Introduction to second evening
- Presentation - *Genomics: Advancing Your Beef or Dairy Herd* -- Scott Cornish, Regional Sales Manager, EastGen
- Live Q & A session with Scott Cornish
- Writing of quiz (time limited)
- Video release party for second group of randomly selected TikTok submissions
- Wrap up of competition and invitation to live announcement of winners in late July

Competition Evaluation

Overall Champions: Overall champions will be determined using a points system.

Distribution of Points:

Prepared Speech	400 Points
Judging Beef Class	200 Points
Judging Dairy Class	200 Points
Quiz	200 Points
TOTAL	1000 Points

Event Components: Completion of the above components, as well as listening to the educational sessions, is mandatory for all participants. Submission of individual or team TikTok-style videos is not compulsory for overall points, but prizes will be awarded.

Participant Perks

This event, fully executed and sponsored by EastGen, is free to all participants.

EastGen is pleased to provide the following to each competitor who successfully completes all components:

- Educational/preparation guidelines in TikTok video creation and submission
- Educational/preparation guidelines in speech preparation and submission
- Educational speakers on relevant educational topics
- Event t-shirt with specially created Ag-Stravaganza logo
- Swag box full of useful items delivered to your door
- Monetary prizes for event divisions and a first-ever interprovincial grand champion
- 2 evening events supported by a large team of staff, presenters and celebrity judges
- Live evening program to announce and showcase winners

Rules

Competition Rules: 4-H competitors must be between the ages of 14 and 21 as of January 1st, 2021 with: Juniors being 14 years of age; Intermediates between 15 and 17; and Seniors between 18 and 21. Competitors must be a member of a 4-H Beef and/or Dairy Calf Club during 2021 in the provinces of Ontario, New Brunswick, Nova Scotia, Prince Edward Island or Newfoundland/Labrador.

Age Divisions: The Ag-Stravaganza committee reserves the right to combine event submissions/competition divisions as deemed necessary.

Swag kits will only be couriered to those who have completed all three weighted components of this competition (speech, judging, quiz).

Winner Announcements

Following the two competition event evenings, there will be an Ag-Stravaganza awards announcement. This will be held live, during a fun, wrap-up evening later in July and feature the release of winning TikTok videos and speeches. Further details of the exact date and time will be sent to all participants.

IMPORTANT: All participants must act in a mature and responsible fashion. Your actions reflect on 4-H and our Ag-Stravaganza event. EastGen reserves the right to refuse the acceptance of inappropriate material. Any such material will result in an automatic zero point score in that particular category.

Individual participants (or those submitting group TikToks) are strongly advised to review the topic, content and tone of message with your 4-H leader(s) and parent or guardian in order to ensure your TikTok-style video and speech is appropriate, and does not contain offensive graphics, speech or actions.

For further event information or questions, please contact:

Tara Reynolds, EastGen Marketing & Communications Coordinator

Email: tara.reynolds@eastgen.ca Cell: 226-332-2264

TikTok Component

TikTok-style videos may be submitted until Wednesday, June 30th at 8:00 p.m. EST. Submissions need to be downloaded as a video file and then uploaded to AssistExpo using the link provided. Videos may range from 15 seconds to a maximum of 1 minute in length. Participants may choose to create a TikTok on a topic of their choice relating to agriculture or 4-H. All TikToks may be made available for public viewing and therefore should be appropriate to do so.

This component of EastGen Youth Ag-Stravaganza may be completed individually or with a team of participants. Please adhere to all local public health protocols when creating submissions, it is recommended that each participant's component of a team submission is filmed separately and then compiled into 1 submission. There is no limit to the number of submissions that a participant or club may make.

Judging for this component of EastGen Youth Ag-Stravaganza will be weighted on:

Creativity	50%
Message & Content	50%

Prizes will be awarded for best TikToks, however, points will not be included in the overall competition award tally.

For tips and further details see the **TikTok Basic User Guide & Instructions document**, as well as **Erica Sayes' TikTok Introduction** and **TikTok How To videos**, all available upon your entry via AssistExpo.

Speech Component

Speeches may be submitted until Wednesday, June 30th at 8:00 p.m. EST and need to be uploaded to AssistExpo as a video file using the link provided. Videos may be up to a maximum of 3 minutes in length. Participants should be visible presenting in their video similar to if they were presenting their speech in person.

Participants may make their speech on the topic of Agriculture. Potential agricultural subjects include:

- Why agriculture is important in society
- Opportunities in agriculture
- Agriculture in the future and what it looks like to you
- An agriculture "elevator pitch" to someone outside the agriculture industry
- How has agriculture shaped your life and why do you choose to continue in the sector
- What do you hope to achieve in agriculture or on your farm

For tips on how to excel on this component, watch our **Breaking Down Public Speaking video by Madison Dymant**, available in AssistExpo.

Judging Component

Tips for assessing beef and dairy cattle will be presented by qualified judges. Following these presentations participants will have access to one class of beef heifers and one class of lactating dairy cows. These animals will be visible to participants for a limited amount of time. We recommend using a tablet or computer to submit your responses. A mobile device is not recommended. We also recommend writing down your placings as you go along in case you have poor internet connection.

Following submission of placings via our online system, reasons will be presented by the official judges. Contestants are not required to give reasons.

Quiz Component

All participants are required to write a quiz provided by a login link for a limited time. The quiz will consist of true or false and multiple choice questions.

The questions will be derived from material covered in the guest speaker presentations on July 6th and 7th, as well as knowledge of beef, dairy and agriculture in general. It is essential for participants to pay attention to the guest speaker presentations both nights in order to excel in this portion of the competition.

Thank you for your interest and participation in the EastGen Youth Ag-Stravaganza.

We look forward to hosting our traditional in-person
EastGen Challenge and EastGen Showcase events in 2022!