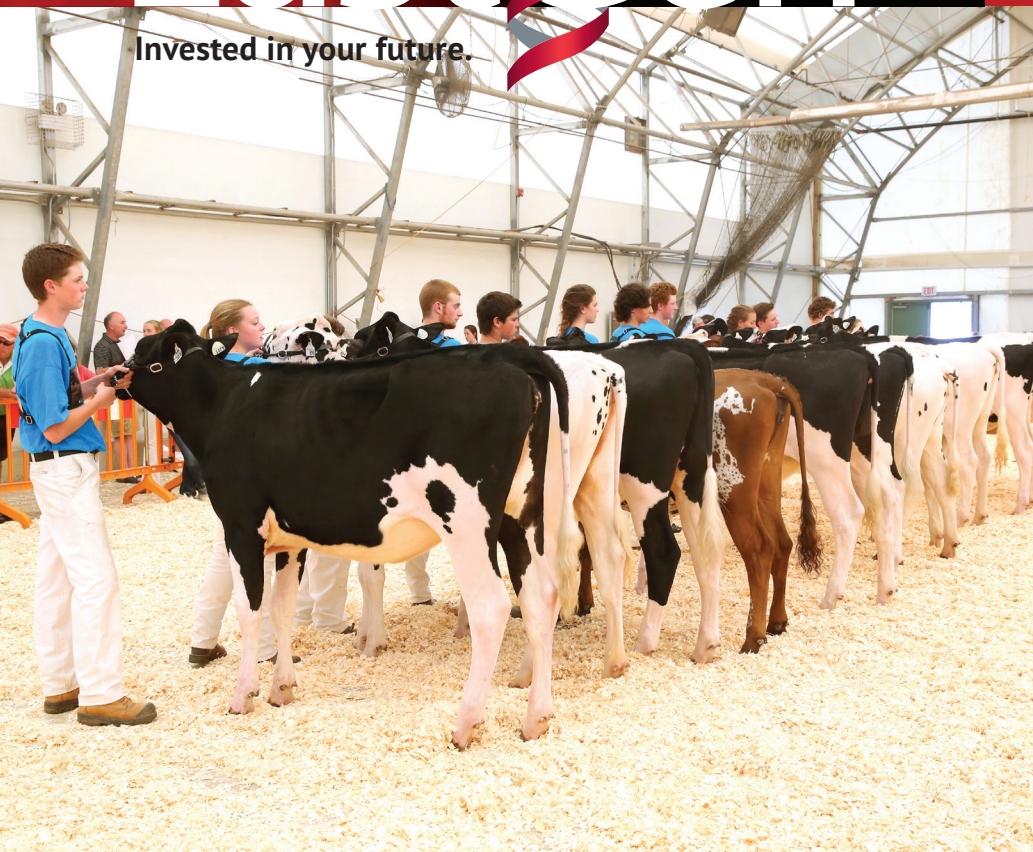


EastGen

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EastGen 4-H Showcase, July 14-16, 2017

The EastGen Atlantic Showcase is more than just learning how to properly fit and show a calf. We use this opportunity to educate youth about other skills/aspects required either on-farm or within the industry. The Showcase takes youth from the Atlantic area and places them on teams with members from other provinces. It is rewarding to watch friendships and skills develop over the course of the event that will make memories that will last a lifetime!

Dale MacPhee, Atlantic Region Sales Manager for EastGen and show organizer.

The EastGen 4-H Showcase has been a valuable event for Atlantic Area 4-H youth! It is where life-long friendships have formed, skills have been learned and developed and the confidence instilled in the youth to "Learn to do by Doing!"

Please check out the EastGen website at www.eastgen.ca or contact your provincial 4-H office to learn more.

The EastGen 4-H Showcase has been "a must attend event" for Atlantic Area 4-H youth annually for the past 27 years! The 2017 EastGen 4-H Showcase will be held in Truro at the Agridome on the NSPE Grounds and is open to 4-H youth from the ages of 13 to 21.

For those unfamiliar with the "Showcase", it is a hands-on 2 ½ day event for 4-H beef and dairy members with some of the industry's best instructors. Topics covered include proper showmanship skills, clipping & fitting techniques, judging and much more. The youth are shown the correct techniques and then are guided and mentored by skilled instructors as they work on their OWN 4-H calf projects.

Classroom sessions are also built into the agenda. Topics vary from year to year and have included presentations on the cow's reproductive cycle, animal welfare, classification, calf health, tours of Dalhousie Faculty of Agriculture, etc.

The youth compete over the 2 ½ days and are scored on various components of the weekend. The last day is "Showday" where the youth demonstrate the skills they have learned over the course of the event. Prizes are awarded in both beef and dairy for champions in showmanship and conformation. As well, there is an overall winner in each beef and dairy divisions.

The overall dairy winner also receives the opportunity to attend the *European Young Breeders School* (must be 18 years of age).


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www.eastgen.ca