



# EastGen

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **EastGen Challenge East 2014 – 4-Hers bring a passion for the industry, a desire to learn and an ability to showcase their talents**

MARKHAM, ONTARIO – EastGen's 2014 EastGen Challenge East event attracted 105 keen competitors to the fairgrounds in Markham, Ont., on July 10th and 11th for two days of fun, learning opportunities and friendly competition tailored specifically for dairy youth. This was the third of four similar events organized by EastGen and held across their service area this summer.

"4-Hers bring a passion for the industry, a desire to learn and an ability to showcase their talents," commented Brian O'Connor, EastGen general manager. "We remain committed to providing youth opportunities for growth and development. Each year the enthusiasm that is brought to EastGen's youth events is outstanding. This year's show in Markham was a display of the true talent that will impact this industry for years to come."

The education theme this year – "Raising the next generation", prompted presentations by EastGen's Dr. Tim Henshaw, EastGen's Mark Carson and Andrew Campbell of Fresh Air Media. For the 2014 year, participants traveled to Hulsdale Farms, a local family run farm in Stouffville, Ontario, to tour the facility 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 Mike West, Orangeville, 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: **Fricosons Holsteins**, Newcastle, ON; **Altona Lea Holsteins**, Blackstock, ON; **Ginary Farms**, Moose Creek, ON; **Willdina Holsteins**, Bowmanville, ON; **Dr. Tim Henshaw**, Minesing, ON, **Ronbeth Holsteins**, Hastings, ON, **Quality Holsteins**, Vaughan, ON; and **Trent Valley Holsteins**, Peterborough, ON.

#### **2014 EastGen Challenge East (Markham) Results:**

Champion Showperson – **Peter Leach, Kawartha Lakes Region**; Reserve Champion Showperson – **Cameron Stockdale, Peterborough County**; Champion Calf – **Vanessa Crowley, Peterborough County**, with **Crovalley Sid Rain** (first place senior heifer calf, sired by Pine-Tree Sid); Reserve Champion Calf – **Ryan Crowley, Peterborough County** with **Crovalley Atwood Patricia** (first place junior yearling heifer); Overall Champion – **Cameron Stockdale, Peterborough County**; Reserve Overall Champion – **Dan Werry Durham West**; Top Quiz – **Eric Wright, Simcoe County**; Best Exhibit – **South Simcoe**; Premier County – **Peterborough County**.

**EMBRYO JACKPOT WINNERS:**

Rebecca Stockdale, Peterborough	Windbrook x Idee Goldwyn Lulu, donated by Fricosons Holsteins
Adam Phillips, Durham West	Jett Air x Altona Lea Goldwyn Grape, donated by Altona Lea Holsteins
Tanya Maciukiewicz, Wellington County	Goldwyn x Ginary Roumare Tina, donated by Ginary Farms
Riley Hastie, Grey County	Let It Snow x Gen-I-Beq Brawler Lizzie, donated by Willdina Holsteins.
Whitney Ball, North Simcoe County	Smokin x Vanwie C B A Iris, donated by Dr. Tim Henshaw.
Ronald Werry, Durham West	Stanleycup x Ronbeth Dundee Diana, donated by Ronbeth Holsteins
Connor French, Wellington County	Stanleycup x Quality Carlton Pam, donated by Quality Holsteins
Tyler Dietrich, Grey County	Terrason x Kingsway Progress Ashley, donated by Trent Valley Holsteins

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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