



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Keen competition and true talent kicks off EastGen summer youth shows

STRATFORD, ONTARIO – 155 participants arrived at the Stratford Fairgrounds July 8, 2016, for a two-day event incorporating education, skill development, teamwork and an opportunity for friendly competition. The EastGen Challenge was the second youth show of four organized by EastGen across their service area.

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 education session, held on the first day, featured 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 Travis Riddell, a local dairy farmer and Senior Client Relationship Manager, Scotiabank. 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 Brian Carscadden, Sire Analyst at Semex, seasoned judge and well-respected dairy industry member.

The next morning, the participants worked hard to get themselves and their calves to the ring in tip top shape for judge Scott Brethet.

2016 EastGen Challenge West (Stratford) results:

Champion Showperson – Laura Deklein, Middlesex

Reserve Champion Showperson – Madison Dymment, Brant

Champion Calf – Emily Franken, Huron with Paullor Austen Jaycee

Reserve Champion Calf – George Mason, Oxford with Wedgwood Doorman Laurie

Overall Champion – Trent Jones, Oxford

Reserve Overall Champion – Madison Dymment, Brant

Top Quiz – Joel Hartman, Perth

Best Exhibit – South Niagara

Premier County – Brant

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:

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