



EastGen

NEWS RELEASE

FOR IMMEDIATE RELEASE
JULY 18, 2016

Keen competitors vie for top honours in education, showmanship and conformation at Markham youth show

MARKHAM, ONTARIO – Excitement was in the air when the 2016 EastGen Challenge East event attracted 104 keen competitors to the fairgrounds in Markham, Ont., on July 14th and 15th 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.

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, Marianne den Haan of Sheldon Creek Dairy and Harrison Todd Harrison, RBC Royal Bank. All three youth show alumni 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 Steve Fraser, seasoned showmanship judge.

The participants then put their skills to the test on show day under the appraisal of judge Pete Coleman.

2016 EastGen Challenge East (Markham) Results:

Champion Showperson – **Vanessa Crowley**, Peterborough

Reserve Champion Showperson – **Emma Farlinger**, Durham West

Champion Calf – **Emma Farlinger with Signature B Spectra**, Durham West

Reserve Champion Calf – **Emma Allen with Mapel Wood Doorman Stella**, Wellington;
Overall Champion – **Vanessa Crowley**, Peterborough
Reserve Overall Champion – **Kyle Stockdale**, Peterborough
Top Quiz – **Heidi Kristufek**, Wellington
Best Exhibit – **Wellington County**
Premier County – **Peterborough County**

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.

-30-

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