



EastGen

NEWS RELEASE

FOR IMMEDIATE RELEASE
JULY 20, 2016

Dairy and Beef participants shine at EastGen Atlantic 4-H Showcase

BIBLE HILL, NOVA SCOTIA – 86 youth from all four Atlantic Provinces participated in the 27th EastGen 4-H Showcase held the weekend of July 15-17th at the Nova Scotia provincial Exhibition grounds in Bible Hill, NS. The Showcase is one of the most highly anticipated 4-H youth events every year and is one of four that EastGen hosts across their service area. Despite the very warm weather over the weekend, the show boasted the largest participation numbers in recent years. The participants with their competition calves helped make this event one of the most successful in the history of the show. Special thanks to judges Paula Cornish, Ontario (Beef) and Luke McLellan, Nova Scotia (Dairy).

The 2.5 day event is a combination of education and skill enhancement sessions that are put into practice the final day when the youth compete for top prizes. Educational, hands-on sessions lead by qualified instructors include proper clipping techniques, showing and cattle evaluation. Youth also had the opportunity to participate in classroom sessions on “Understanding Beef EPD’s” by Scott Cornish, EastGen; Holstein Canada Services with Kelly Velthuis, Holstein Canada and a very special presentation on Cow Signals provided by Dan Mosley, Perennia. The group were also treated to a tour and team building exercise at Dalhousie University-Faculty of Agriculture.

“The Showcase is a great event and one we at EastGen look forward to hosting each year. The youth of tomorrow are very enthusiastic, energetic and positive about the beef and dairy industry. With this kind of optimism the future of both industries looks to be in good hands.” said Dale MacPhee, EastGen Atlantic Regional Sales Manager.

Part of what makes the Showcase so enjoyable for the youth are the great team leaders and professionals that assist the youth to improve their skills. Special thanks is extended to: Dale Black (EastGen), Scott Cornish (EastGen), Alain Blanchette (EastGen), Scottie Colpitts (NSAB), Sarah MacDonell (NSAB), Carolyn MacDonald (Brookvilla Holsteins), Kelly Velthuis (Holstein Canada), Ariane France (EastGen) and James Rhynes (Idee Holsteins) as well as the chaperones and 4-H staff.

Beef Results:

Champion Showperson: Jake Matheson, PEI

Reserve Champion Showperson: Madison Baillie, NS

Hon Mention Showperson: Jenna Mattatall, NS

Champion Calf: Eben Bruce, NS with Crow Harbour Coco

Reserve Champion Calf: Nicole Booth, NS with DMM Blackcap Essence 7M

Hon Mention Calf: William Cooper, NS with Belamore Charlotte 577C

Top Beef Quiz: Jessie Swinamer, NS

Overall Beef Individual Champion: William Cooper, NS

Reserve Overall Individual Beef Champion: Madison Baillie, NS

Dairy Results:

Champion Showperson: Cole Yuill, NS

Reserve Champion Showperson: Logan MacDonald, NS

Hon Mention Showperson: Emily Moxsom, NS

Champion Calf: Erica Jackson, NS with Lonely Maple McCutchen Cynthia

Reserve Champion Calf: Lane Yuill, NS with Cobequid Doorman Pippy

Hon Mention Calf: Alison Dill, NS with Allegro Gold Chip Tease

Top Dairy Quiz: Andrew Greene, NS

Overall Dairy Individual Champion: Lane Yuill, NS

Reserve Overall Dairy Individual Champion: Cynthia Campbell, NS

Andrea Crowe Inspiration Award: Jessie Swinamer, NS

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.

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Christa Ormiston, EastGen Communications Coordinator

Tel.: 1-888-821-2150/519-821-2150 x252 or Email: christa.ormiston@eastgen.ca