



NEWS RELEASE
FOR IMMEDIATE RELEASE
JULY 24, 2024

EastGen's Youth Events Draw Enthusiastic Participants

GUELPH, ON – The theme for EastGen's 2024 youth events was "Youth Leading Our Future." Keeping this in mind, participants sported lime green shirts on show day emblazoned with this slogan – a sign of achievements to come from youth in agriculture. Each year EastGen organizes and solely sponsors a series of Challenges and Showcases held across their service area, in Spencerville, Ont.; Woodstock, Ont.; Markham, Ont.; and Truro, NS, for 4-H youth aged 14-21 (Ontario) and 13-21 (Atlantic provinces). Participants spend time team building while learning at education sessions and then enter the ring with their calves for showmanship and conformation evaluations. This year 300 Ontario 4-H dairy members and 138 dairy and beef club members from New Brunswick, Prince Edward Island and Nova Scotia participated.

EastGen's youth events are a yearly highlight for staff and directors demonstrating the company's unparalleled commitment to youth. "The EastGen Challenge and Showcase events have become a very strong brand among 4-Hers and events that they circle on their calendars. We take great pride in working with our young agriculturalists to inspire them to learn, grow and develop friendships that will last throughout their lives," said Brian O'Connor, EastGen General Manager.

2024 EastGen Atlantic Showcase (Truro) Results:

July 2-4, 2024

Dairy Judge: Andrew den Haan, Fergus, ON

Beef Judge: Ben Bacon, Amherst, NS

Dairy Competition

Grand Overall Dairy: Sarah Versteeg, PEI

Reserve Overall Dairy: Alena Moxsom, NS

Grand Champion Showperson: Alena Moxsom, NS

Reserve Champion Showperson: Sage Yuill, NS

Hon. Mention Showperson: Sarah Versteeg, PEI

Grand Champion Calf: Alena Moxsom, NS, with Petitclerc Destination Survi

Reserve Champion Calf: Sage Yuill, NS, with Cobequid Master Charity

Hon. Mention Calf: Nicole Higgins, NS, with Cobequid Master Ronika

Top Dairy Quiz: Lachlan VanZutphen, NS

Andrea Crowe Memorial Award: Nicholas Bourque, NB

Beef Competition

Grand Overall Beef: Madiya Patriquin, NS

Reserve Overall Beef: Leah Brunt, NS

Grand Champion Showperson: Madiya Patriquin, NS
Reserve Champion Showperson: Isabelle Carter, NS
Hon. Mention Showperson: Austin Potts, PEI
Grand Champion Beef Calf: Madiya Patriquin, NS, with TBF 155B Lites Out 4L
Reserve Champion Calf: Emma Crowell, NS, with Twelve-Oaks MS United 312A 6L
Hon. Mention Calf: Lauren Decoste, NS, with Burnside Lilt 21L
Top Beef Quiz: Madiya Patriquin, NS

2024 EastGen Showcase (Spencerville) Results:

July 3-4, 2024

Judge: Devin O'Hara, Schomberg, ON
Champion Showperson: Nadia Uhr, Stormont
Reserve Champion Showperson: Will Vander Meulen, Northumberland
Hon. Mention Showperson: Russell Prins, Northumberland
Champion Calf: Ryan Smygwyat, Russell, with Greenlark Unix Lincoln
Reserve Champion Calf: Taylor Mathers, Dundas, with Winright Sidekick Champagne
Hon. Mention Calf: Cameron Velthuis, Carleton, with Velthuis Bullseye Oceania
Overall Champion: Will Vander Meulen, Northumberland
Reserve Overall Champion: Taylor Mathers, Dundas
Top Quiz (tie): Danica Morbrook, Grenville & Connor Velthuis, Carleton
Top Display: Leeds
Premier County: Northumberland
Kevin Allen Memorial Award: Courtney Orser, Frontenac
Dr. Tim Henshaw Award of Excellence: Alexa Prinzen, Prince Edward

2024 EastGen Challenge West (Woodstock) Results:

July 8-9, 2024

Judge: Julien Chabot, Embrun, ON
Grand Champion Showperson: Zach Dasilva, Oxford
Reserve Champion Showperson: Emma Lewis, Middlesex
Hon. Mention Showperson: Dani Karn, Elgin
Grand Champion Calf: Lexi Wilhelm, Perth, with Bobmur Alpha Nyla
Reserve Champion Calf: Morgan Howard, Brant, with Howard-View Summerfest Lake
Hon. Mention Calf: Emily DeKlein, Middlesex, with Bobmur Chip Sangria
Overall Champion: Morgan Howard, Brant
Reserve Overall Champion: Kyla Lewis, Middlesex
Top Quiz: Shea Cleave, Waterloo
Top Display: Niagara South
Premier County: Brant
Dr. Tim Henshaw Award of Excellence: Ethan Ringelberg, Wentworth

2024 EastGen Challenge East (Markham) Results:

July 11-12, 2024

Judge: Bobby Jarrell, Corbyville, ON
Grand Champion Showperson: Emi Lange, North Simcoe
Reserve Champion Showperson: Robert Goodwill, Grey
Hon. Mention Showperson: Weston Phoenix, Durham West
Grand Champion Calf: Lily Beckett, York, with Goldenflo Master Dragon

Reserve Champion Calf: Peyton Phoenix, Durham West, with Dappledale Eyecandy Prancer
Hon. Mention Calf: Paige Werry, Durham West, with Vale-O-Skene Jordyns On Trac
Overall Champion: Emi Lange, North Simcoe
Reserve Overall Champion: Mya Kingsbury, Kawartha Lakes
Top Quiz: Grant Barkey, Durham East
Top Display: Wellington
Premier County: Durham West
Dr. Tim Henshaw Award of Excellence: Kyle Meek, Durham East

Committed to supporting youth in agriculture, EastGen's administrative head office is located at Guelph, Ont., and services our farmer-owners across Ontario, New Brunswick, PEI and Newfoundland. EastGen leads the industry with unmatched genetic innovation, leading edge technology and advanced reproductive solutions. 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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Photos are available and can be used to accompany information provided in this press release if photo credit is given to **the named photographer** upon any reproduction/electronic posting.

To view and obtain Spencerville event photos, follow this link:

<https://lyndsayberry.shootproof.com/EastGen-Showcase-2024>

To view and obtain Truro event photos, follow this link:

<https://meghanblackdesign.pixieset.com/eastgenatlanticshowcase/>

To view and obtain Woodstock event photos, follow this link:

<https://sambuschbeck.photoserve.co/folder/2024/2024-07-09-eastgen-challenge-woodstock>

To view and obtain Markham event photos, follow this link:

<https://photoserve.co/console/sambuschbeck/folder/2024/eastgen-challenge-markham>

For more event results information or assistance with identifying people in specific photos, contact:

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