



# Media Release

FOR IMMEDIATE RELEASE  
March 8, 2016

## 2016 CALGARY CONVENTION SHOW: THE BEST IN THE WEST... AND MORE!

**Calgary, Alta.** – The infamous phrase “The Best in the West” has never rung truer than when it comes to describing the upcoming Holstein Canada Convention Show, to be held in the “newly opened” Calgary Stampede Agrium Western Events Center on Thursday, April 21<sup>st</sup>. This activity is slated as a definite highlight of the Holstein Canada National Convention, hosted this year by Alberta Holstein members in conjunction with the Calgary Stampede’s Dairy Classic Show.

“The Convention Committee has worked extremely hard to ensure the National Show is a very successful and memorable event for both the many exhibitors from across Western Canada, and the hundreds of spectators from every Canadian province,” proudly states 2016 Convention Committee Chairman, Glenn Hockley.

This “Grand Event” will innovate at many levels. Judge Gerald Coughlin from Peterborough, Ontario will have tough choices to make while judging Red & White (R&Ws) and Black & White (B&Ws) Holsteins simultaneously, while Andrew VanderMeulen completes his Jersey judging at the same time.

Highlights include:

- The top two R&W’s in each class will come back for R&W Championships in each of the Junior, Intermediate and Senior categories.
- Working with Holstein Canada, translation will be provided to allow the significant Québec based attendees to hear reasons in their language – and to reflect the true National nature of this activity.
- Prize money has been increased, starting at \$250 and \$300 for heifer and milking classes respectively. Winners from the first 10 places will be compensated for a total of nearly \$1,200 and \$1,500/class for each of these categories.
- Prize money for the Grand Champion B&W Holstein will be \$1,000 courtesy of WestGen, while owners of the Reserve B&W Champion and the R&W Champion will take home \$500.
- Due to the “interbreed” aspect of this event, a Supreme Champion showdown between the B&W, R&W and the Jersey Champion has been organized, with the winner being awarded a trip for two to anywhere the Western Canadian based airline WestJet flies.
- For the first time at a Western Canada Show, Holstein Canada’s complete “Show Ethics Program” will apply: this includes barn monitoring, topline hair measurement, and udder ultra-sounding for all lactating classes.
- The greatest innovation is without a doubt Canada’s first ever “genomic class”. The top two animals in the five heifer classes, meeting a minimum of 2600 GLPI, will return for a Genomic Championship Class, where top awards will be based on conformation. The Champion Genomic heifer will receive \$1,000 from Holstein Canada, and an IVF collection certificate from *Boviteq West* valued at \$2,000. Reserve and Honourable Mention heifers will receive \$500 and \$250 respectively.

“Our Western Canadian exhibitors are first and foremost motivated by their pride and passion – showing runs in their veins,” adds Show Committee Chair Debbie Lee. “They are very excited about showcasing our great genetics to their fellow breeders from across Canada. We are glad to reward their efforts with over \$30,000 in prize money, recognizing this covers only a part of their costs.”

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Spectators will be exposed to more than just great Western dairy genetics – they will experience Western Canadian culture at its best! During the day, participants can become more familiar with Canadian agriculture companies by visiting a Trade Show of more than 20 companies on the concourse level of the show ring. The location will allow spectators the convenience of easy access and give companies a high traffic area.

Once the judges have selected their coveted Supreme Champion of the day, Western entertainment will consist of a demonstration by the Mounted Rifle Shooting Team and trick riders. This will be followed by an Awards Banquet at the end of the show where, during a delicious meal, the prestigious Premier Exhibitor and Breeder banners will be presented and the generosity of sponsors will be recognized. Participants will then move on to Beautiful Banff for the next Convention activities while the four-legged participants start their long journey home.

See you in Calgary on April 21<sup>st</sup>!

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