



For Immediate Release: March 23, 2010

Western Fair Association Keeps Youth Active in Agriculture

Promoting agriculture is important to the Western Fair Association.

The Junior Beef EXPO is an extra-special agricultural event, because it promotes youth involvement in the business of raising cattle.

Young people 21 years of age and under, and their families, will arrive at the Western Fair AGRIPLEX this week to participate in the 9th annual Western Fair Junior Beef Expo. These young agricultural entrepreneurs will showcase hand-reared heifers and steers in a livestock judging contest over a 2-day period. Participants, from as far East as the Ottawa Valley and many from counties across Ontario, showcase their cattle and some will eventually become local farmers working within the beef industry.

The event is open to competitors 21 years of age and under as of January 1, 2010, and is a great opportunity for kids and young adults, because all prize money, for all sections of judging is scholarship based.

The Western Fair Junior Beef Expo strives to support all 4-H members and Junior Livestock enthusiasts by offering more junior activities for them to participate in. This keeps youth interested and active in the Agriculture industry.

9th Annual Junior Beef Expo

Dates

Saturday, March 27

Sunday, March 28

Location: **Western Fair AGRIPLEX**

845 Florence St., London Ontario

Parking is FREE!

Showmanship splits are as follows:

PeeWee under 10

Junior 10– 14

Intermediate 15 – 17

Senior 18 – 21

SCHEDULE OF EVENTS:

Saturday

11:00 am

Processing & Weigh-in of all cattle

2:00 pm

Showmanship Competition

BLOW & GO COMPETITION (NO FITTING)

Junior Beef Expo Social in the Lobby - (Open to Everyone)

Sunday 9:30 am

Conformation order as follows:

Market Heifers

Market Steers

Breeding Heifers

For more information please contact:

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