

NEWS RELEASE – FOR IMMEDIATE RELEASE

Fred Armstrong Named 2009 Curtis Clark Award Winner

Fred Armstrong of Huronia Jerseys, Auburn, Ontario, has been selected the 2009 winner of the Curtis Clark Achievement Award. The announcement of his selection came during the National Holstein Show at the Royal Agricultural Winter Fair in Toronto, Ont., on November 13th. Armstrong is the 23rd recipient of this award which honours the memory of the late Curtis Clark of Acme Holsteins, a respected Holstein breeder and showman from Alberta.

Farming, family and the Jersey cow has always been at the core of 66-year-old Fred Armstrong's life. Over the years, his Huronia herd of 70 milk cows has produced scores of top scoring individuals and show winners for Armstrong and his family and their many customers. An avid showman since 1975, Armstrong has participated at local and major shows across Ontario, at the Royal Agricultural Winter Fair, World Dairy Expo and the All-American Jersey Show. He was Premier Breeder at the Royal Winter Fair in 1985 and 2002 and at the recent 2009 Royal bred the winning 4-year-old, Huronia Connection Nora (Ex-94). He has also won many other Premier Breeder banners at Stratford Championship Show and the Perth-Huron Parish Show.

Armstrong has been the breeder of two of the most highly acclaimed Jersey cows to ever compete in the showring – Huronia Centurion Veronica (Ex-97-5E-USA) and Huronia Connectn Crystalyn (Ex-95-2E). Veronica was grand champion three times at World Dairy Expo (2004-05-06) for Arethusa Farm, Litchfield, Conn. In 2006, she was also Supreme Champion there, the same year Crystalyn was grand champion and Reserve Supreme Champion at the Royal Winter Fair for Rock Ella Jerseys, Hornby, Ont. Armstrong has exhibited several homebred winners in his own right too over the years like Huronia Grove Crystal (Ex-92-7E), International Futurity champion at the 1998 Royal, and Huronia RBR Bree (Ex-92), 2006 Royal reserve junior champion.

Fred and his wife Ruth are the parents of three children – Lori, Donna Lynn and John. In 2000, the Armstrongs were honoured with Jersey Canada's highest award of Master Breeder. They have marketed and sold cattle and embryos to over a dozen countries. Active in many breed and community organizations and activities, Armstrong is a longtime member of the Perth-Huron Jersey Club and Jersey Ontario and a member of the Jersey Ontario Show Committee. He was previously a director of the Jersey Cattlemen of Canada for over 25 years and a member of Jersey Canada's Sire Selection Committee (now Genetic Improvement Committee). He and Ruth have been the key organizers of the

successful Stratford Championship Show since its inception in 1993. In 2008, Armstrong received the Earl Vander Meulen Memorial award at the Royal.

A humble man who is always willing to help others or lend advice or encouragement, Armstrong is described by his peers as a “true gentleman, fun loving, outgoing and kind to the core”. He is respected by all for his integrity, cattle knowledge and positive attitude, making him an ideal recipient of the Clark Award.

The Curtis Clark Achievement Award is sponsored by the Alberta Holstein Branch. It is awarded annually to the dairy cattle exhibitor who possesses the ability, sportsmanship and dedication that has earned him the respect of fellow breeders and showmen. Selection of the winner is made by former recipients of the award.

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