



Holstein Canada

20 Corporate Place
Brantford, ON, N3T 5R4

MediaRelease

For Immediate Release
Contact: Nicole Faubert
Tel: 519-756-8300 ext.269
nfaubert@holstein.ca

New Showmanship Guidelines

Brantford, ON May 12, 2010 – Holstein Canada’s new showmanship manual—*Leading to Win*—is now available.

Fifteen pages, it comprises basic, helpful guidelines for both competitors and judges. Easily-comprehensible text is enhanced by 38, full-colour, professional photographs.

Numerous official and aspiring judges from all across Canada provided advice on proposed practices.

One of the key recommendations for competitors is to *set up the calf, with faults minimized, as quickly as possible*. The topline should be straightened, the tail set between the pins, the feet placed properly, and the loin (or other appropriate spot) pinched quickly. Making the calf look its *very best* should be completed prior to other actions, like holding the throat—if required.

For the first time ever, guidance is provided for showmanship judges. In fact, individuals are requested to *decline showmanship assignments if they do not agree to follow the recommended procedures*.

For any Canadian competitor, 4-H leader, and judge, this manual is a *must* if you want to be *in the know* on showmanship.

For your direct link to Holstein Canada’s *Showmanship Leading to Win* go to:

- www.holstein.ca
- Awards and Shows
 - Shows
 - Related Docs (top right corner)
 - Showmanship Leading To Win
- Free copies are also being provided to all 4-H dairy clubs across Canada



Holstein Canada

20 Corporate Place
Brantford, ON, N3T 5R4

MediaRelease