

# Youth Newsletter



## Read more...

Keep reading to learn more about upcoming shows, new youth opportunities, and a schedule of national convention 2024!



## Contact Us!

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## Our Mission Statement

The purpose of the youth programs of the Brown Swiss Cattle Breeders' Association of the USA is to provide experiences for junior members to expand their knowledge of the dairy industry and Brown Swiss Cattle. The Junior Bell Ringer contest provides opportunities for youth to compare animal type and conformation. The Youth Production and Cheese Yield contests encourage youth to develop sound and profitable animals. The Youth Achievement program provides recognition for youth in two age categories who develop productive cattle and positive leadership skills. The Ambassador program allows youth to develop speaking, organization, and public relations skills. The Scholarships and Grant's goal is to assist in the education of youth in the field of dairy and/or agriculture or in herd growth by youth ownership. The Lease program's purpose is to introduce new youth to showing Brown Swiss. It will provide an opportunity for both non-farm youth and youth from farms with other dairy breeds to work with registered Brown Swiss.

# Youth Photography Contest

**Have a knack for photography? Youth have a chance to win!**

Rules of the contest:

- Participants must be National Brown Swiss Junior Members.
- Each participant may submit a maximum of two photographs.
- Photos must be taken by the participant or an amateur photographer (no professional photographs).
- Submissions open February 1st! Stay tuned for more about contest information, voting, and prizes!



The National Brown Swiss Association will have copyrights for all photographs.

## Youth Socials Spotlight

### JUNIORS NEEDED!

**Are you a junior? Do you have some cool pictures of you and your Swiss? KEEP READING!**

**We want to highlight YOU on our social media pages! Please scan the QR code to the right and fill out the questionnaire! You will get a feature highlighting your membership and achievements! Happy scanning!**



# Brown Swiss Youth Spotlights

Here's to the youth that have been recognized as Outstanding Youth Members so far this year on our social media series, Spotlight Sunday!



Alex  
Roe



Brailey  
Livingston



Kaitlyn  
Brown



Alexis  
Blankenberg



Ansley  
O'Brien



Ava  
Kaskela



Lydia  
Ridley



Rose  
Tarbell



Brielle  
Upchurch



Hallie  
Steck



Brianna  
Paye



Hailey  
Kinney



Jillian  
Sawyer



Abby  
Lewis



Reid  
Tanis



Isabella  
Wilbur



Kaitlynn  
Barton



Elizabeth  
Vincent



Evelyn  
Maulfair



LynnDee  
Nagel



Trey  
Daubert



Carlie  
Ward



Lauren  
Benfer



Charity  
Wampole

# 2024 National Brown Swiss Convention



## Green Bay, Wisconsin

### Tentative Schedule of Events

July 3rd-6th

Hyatt Regency Green Bay / Brown County Fairgrounds

#### Wednesday, July 3rd

- Board meetings, hotel
- Youth contest interviews, hotel
- Welcome Night – dinner at Stadium View Bar and Grill near Lambeau Field
- Optional tours of Lambeau Field on your own
- Titledown District across from Lambeau Field, family fun activities

#### Thursday, July 4th

- Breakfast/Awards, hotel
- Annual Meeting, hotel
- Lunch/Awards, hotel
- ST Genetics National Junior Heifer Show (afternoon)
- Sale Cattle Viewing
- Dinner at the fairgrounds sponsored by Vita Plus
- Youth Auction
- Fireworks viewing from fairgrounds or hotel

#### Friday, July 5th

- Tour Day
  - Grab and go breakfast/board buses
  - Meadow Brook Farms
  - Jenlar Holsteins & Brown Swiss
- Lunch
  - Loehr Dairy
  - ST Genetics
- Final Banquet/youth awards/fun night, hotel

#### Saturday, July 6th

- National Convention Sale

# Junior Applications

due March 31st, 2024

**Are you looking for another way to be highlighted as an outstanding member? Do you like cash awards? Keep reading to learn more about our National Brown Swiss Youth Awards!**

We strongly encourage all Brown Swiss Youth to apply for youth awards. Please read through the following awards or visit [brownswissusa.com](http://brownswissusa.com) to learn more about the different award applications available. Applications will be published on the website.

## **AWARDS INCLUDE:**

### • **Youth Video**

- New in 2018, the National Youth Video Contest is a way for juniors, associate members, and youth within the same state to create a video about the Brown Swiss breed and the dairy industry. Videos should be creative and informative. Winning videos for each division will be shown during Youth Awards night at the National Convention.

### • **Youth Achievement**

- The Youth Achievement Award recognizes outstanding youth work in the Brown Swiss breed. An anonymous committee will choose four finalists to attend the National Convention for interviews. From the combined scores of the interview and application book, a National winner and runner-up will be chosen.

### • **Junior Youth Achievement**

- The Junior Youth Achievement Award was added in 2015. This award recognizes outstanding youth ages 8-15 for their work in the Brown Swiss breed. An anonymous committee will choose the top 3 finalists. The Achen Family will be sponsoring cash prizes for the award winners.

### • **National Ambassador**

- The National Ambassador is the spokesperson for the National Brown Swiss Association and represents the breed at local, state and national events including World Dairy Expo, national convention and other national shows. The ambassador and alternate ambassador will have expense funds available.

### • **Cheese Yield**

- The Cheese Yield Award is presented to the junior whose cow has the highest cheese yield for a 30-day period. The cheese yield formula for cheddar cheese is used to determine the winner. District winners receive a plaque at the national convention awards presentation. The overall National winner receives \$100 and a special plaque at the national convention awards presentation. At the Fun Auction, a representative block of cheddar cheese will be sold.

### • **Youth Production**

- A youth production winner from each national director district is chosen based on deviation from herd average. The cow with the highest deviation overall is recognized as the National Youth Production Award winner. Records must meet breed association standards (DHI or DHIR) and be completed during the calendar year. (305-day record completed between January 1 and December 31) District winners receive a plaque certificate and the national winner receives \$100 and a plaque.

### • **Youth Scholarship/Grant**

- The Brown Swiss Association awards a \$1000 scholarship or grant, annually to youth pursuing a degree in agriculture or a dairy-related field. If the winner is not attending college, the grant will apply toward the purchase of a registered Brown Swiss animal. Applicants are encouraged to reapply each year. Additional Scholarships are sponsored by Progressive Brown Swiss Sires, Lynn & Peter Vail, Goldfawn Farm, and the Howard Voegeli Memorial Fund. The recipient is announced at the National Convention Annual Meeting. A scholarship or grant may be awarded each year, there is no restriction. The award will be selected based on quality of application. A junior may receive a scholarship or grant from the Brown Swiss Association only one time.

# Where the Ambassadors are going!

## Natalie:

### Swiss Expo 2024

- Geneva, Switzerland
- January 17-20, 2024
- Watch the livestream on [Swiss-expo.com](https://www.swiss-expo.com)

### Midwest Quality Colors Spring Show

- Green County Fairgrounds - Monroe, WI
- May 18-19th, 2024
- Find more information on Facebook [@Midwest Quality Colors Spring Show](#)

## Adele:

### New York Spring Dairy Carousel

- Erie County Fairgrounds
- March 23rd-March 29th
- Find more information on Facebook [@New York Spring Dairy Carousel](#)

### Northeast All-Breeds Spring Show

- Eastern States Exposition - West Springfield, MA
- April 15th-20th
- Find more information on Facebook [@Northeast All-Breeds Spring Show](#)