

Brown Swiss Youth Newsletter

Brown Swiss Cattle Breeders' Association, 800 Pleasant Street, Beloit, WI 53511

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Mission Statement; Brown Swiss Junior Activities

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 Bell Ringer program is to provide opportunities for youth to compare animal type and conformation.
- The Production and Cheese Yield contests encourage youth to develop sound and profitable animals.
- The Youth Achievement program provides recognition for youth to develop productive cattle and positive leadership skills.
- The Ambassador program allows youth to develop speaking, organization, and public relation skills.
- The Scholarship/Grant program is to assist in the education of youth and/or herd growth by youth ownership.

“THANK YOU” to our 2021 Sponsors

- *Wapsi-Ana Swiss
- *Switzer Tal Farm LLC
- *Top-Di-Mark Farm
- *Bren Haven Farm
- *Genesis
- *Sunset Ridge Brown Swiss
- *Stewart Dairy: Randy & Chris Stewart
- *Triangle Acres

Attend the 2021 National Convention in
Hadley, Massachusetts, June 29-July 2, 2021

We want to showcase our youth on our website, in the Brown Swiss Bulletin, the 2021 Youth Slide Show during the National Convention and on our Facebook page! So please send us your pictures from the 2020 Junior Shows! They can be candid, from the backdrop or just a group of Brown Swiss Youth hanging out!

Junior Bell Ringer Contest – Entries Due to Office by December 1st

The National Junior Bell Ringer Program provides an opportunity for juniors across the country to participate in a national activity. It recognizes outstanding Junior-owned or leased animals exhibited at the junior's canton show and/or any other designated qualifying junior shows.

** Juniors entering the Bell Ringer Contest must submit a professional 5 X 7 untouched color photo of their animal, along with the animal's show placings.*

***Visit www.brownswissusa.com for more information**



Photo Credit: Jesse Hargrave

Youth Program Contest Deadlines

March 31, 2021 - Youth Achievement, Jr. Youth Achievement, Ambassador, Cheese Yield, Production, Scholarship and Grant Applications are due to the Brown Swiss Office, either by mail or emailed to ahorn@brownswissusa.com. All applications can be found online at www.brownswissusa.com. Please remember each youth contest participant needs to include a biography page and five photos.

June 1, 2021 – Junior Leases due to office

August 1, 2021 – Ownership/Transfers to youth need to be completed to be eligible to exhibit in National Shows as a junior.

Youth Program Highlights

Ambassador- Any junior age 16-21 as of January 1st with interest in being the spokesperson for the Brown Swiss Association.

Bell Ringer- Photo & Show Placing contest of junior-owned or leased animals. State Association select state winners within their state and national winners are selected by a panel of national show judges.

Production & Cheese Yield- These contests are based on the production of cows owned by Junior Members. Cows **must** be on DHI or DHIR to be eligible.

Scholarship- Award of \$1,000 or \$500 for a college scholarship. Additional scholarships are offered.

Grant- Award of \$1,000 towards purchasing a Brown Swiss Animal.

Youth Achievement- The ultimate award for ages 16-21 reflecting their cattle and youth program participation.

Jr. Youth Achievement- For ages 8-15.

Junior Lease Program- The National Brown Swiss Association lease program will provide the opportunity for both non-farm youth and youth from farms with other dairy breeds to work with registered Brown Swiss.

Questions or Requests?

Feel free to contact:

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*National Youth Brown Swiss Association
&
Brown Swiss Cattle Breeders' Association*