

Westgen Announces the '50/10 Special' and WEF 4-H Fundraising

As the only western Canadian, farmer-owned genetics company, Westgen is proud to be celebrating over **50** years of formal young sire proving, and **10** years as 'Westgen' – providers of Semex Alliance genetics across the west! As a way to say 'Thanks for your support' over the past years, and for making Westgen the largest supplier of dairy genetics across the west, Westgen is offering an additional 10% discount to producers when they purchase a minimum of 50 proven doses during February and March.

With a 64 year history, Westgen is firmly rooted in the long term success of the cattle industry, and with this in mind, Westgen is also using this occasion to support the '**future**' by investing in youth! In addition to the annual \$10,000 support of the Western Canadian Classic Jr. Dairy Program, Westgen is using the momentum of the 50/10 Special to raise funds for 4-H dairy clubs in every western province!

Westgen Endowment Fund – Investing in Youth

Since 2004, the Westgen Endowment Fund has distributed investment returns back into the cattle industry to support relevant research, extension/education and youth development projects. **During the months of February and March, the Westgen Endowment Fund will partner with dairy producers across the west to raise thousands of dollars for local 4-H dairy clubs!** For every net dollar Westgen customers spend on proven semen, the WEF will contribute 5% of the purchase value to local 4-H dairy clubs!

"In the same way that investing in young sire testing has driven genetic improvement by yielding great proven sires, we believe that investing in youth development activities will strengthen the dairy industry and society by helping to build the personal resources of tomorrow's leaders!" states Westgen's Marketing Manager, Tars Cheema.

Simply by purchasing proven semen from Westgen in February and March, dairy producers will raise money for 4-H dairy clubs in every area of Western Canada, and if they purchase 50 or more units, producers benefit from an additional 10% discount (above any other Westgen discounts they qualify for).

Westgen has a long history, and is investing in a long future.

Westgen is a producer-owned, non-profit society supplying quality genetics, programs and services, to about 3,000 dairy and beef cattle producers throughout the four western provinces.



**For further information, please contact
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