



FOR IMMEDIATE RELEASE

Navasota, Texas - STgenetics® knows all the dedication and hard work that goes into the show industry, and with the cancellation of the largest dairy show in the world, they now see a need for a show. STgenetics® is proud to announce the STyle World Dairy Championship, an all breeds online show open to the global market that will take place on November 30, 2020, through December 2, 2020.

Each breed will have its own show that will be showcased live. All entries must be video recorded within the registration timeframe of October 5, 2020, to November 2, 2020, our judges will expect animals to be prepared and displayed just like they would be for any national show. After the registration timeframe has ended, a committee will be choosing finalists to partake in the STyle World Dairy Championship and these finalists will be announced on November 25, 2020. The finalists will be placed, and reasons given off of the videos entered on November 30, 2020 – December 2, 2020.

STgenetics® believes this will be an opportunity for breeders and exhibitors to still market their genetics to an international crowd, just through an online platform. Terms and Conditions of this show will need to be agreed to and will be available to view on our website. There will be class awards and global recognition for the elite few who will take home the highest awards.

More information will be released on judges and other show details soon. STgenetics® is excited to offer this opportunity to the global market and looks forward to seeing the show industry's best.

STgenetics® is a worldwide leader in livestock reproductive services, including sex-sorted semen, embryo production, and genomic testing. As a company, STgenetics® is continuously challenging the industry's status-quo through science, research, technology development, and programs. Many of its established and some of its latest innovations including, SexedULTRA 4M®, EcoFeed®, Chromosomal Mating™, and FarmFit™ are a direct contribution to the dairy industry.

Contact STyle@stgen.com for more information on STyle World Dairy Championship by STgenetics®.

