For Immediate Release

Junior Dairy competition instills show ring values

By Regan Emkes

LOUISVILLE, KY – November 8, 2014 – Entry numbers for the 2014 Junior Dairy contest increased by 240 over last year at the North American International Livestock Exposition (NAILE). With the record year for the Junior Dairy show came record showmen, such as Cole Provoast, an eighth grade student from Prescott, Michigan.

This year marked Cole’s 4th trip to NAILE and he said he is always out to win. His mother, Jessica Provoast, said that Cole’s experience showing has done much more than just win him awards. Both Cole and his sister, Melanie, have made strides through showing that make a difference outside of the show ring and in their daily lives.

“Cole has been showing since he was 4-years-old and in junior shows since he was 9. I have seen a major difference in how hardworking, responsible and motivated he is to do better in all aspects of his life,” Jessica said. “I really believe showing has made that difference for him.”

Jessica also added that their grandpa, Nicholas Clark, has been an integral part in her children’s success. He arranges the transportation for events during the school year because Cole and Melanie are busy with school. When summer shows take place, Nicholas said the kids are responsible for doing all the work with the cattle, which means they have to get up at 3:00 in the morning and get ready for show days.

“Our farm is primarily a Holstein farm,” Nicholas said. “The kids developed a love for the Jerseys though, so that’s what they really put their time and effort into showing. I’m happy to help them do what they love.” Cole’s sister, Melanie, serves as the Michigan Jersey Show Queen. Cole has big dreams of taking over their family farm one day and he attributes that dream to the never-ending support his grandpa has shown throughout his showing career.

“I’m more interested in taking over the farm someday now that I’ve bought a few cows of my own,” Cole said. “I’m hoping that during my senior year of high school, since I’m in advanced classes, I can go to a local college to get the basics of my education done and then transfer to Michigan State University.”

Showmen like Cole and Melanie exhibit values that can only be achieved through participation in the show ring. The best of the best showmen compete at the North American International, as it is the world’s largest, purebred livestock show, accommodating over 120 different events over the two-week span. The Provoasts are just a few of the exceptional showmen who competed at the NAILE this year and they are living proof that the future of the dairy industry is in great hands.

Image Available: IMG_3200

Caption: Junior Dairy contestants await the judge’s results at the NAILE