

## Gencor Dairy Producers' Pavilion Showcases Excellence



There's a 'mutual admiration society' down in Woodstock and two of those admirers are Gencor and Canada's Outdoor Farm Show (COFS). "Gencor is one of our neighbours," says Doug Wagner, COFS Director of Park Logistics. "Gencor has been a great supporter of our Farm Show over the years; we admire their dedication to improving the dairy industry and their desire to make their pavilion a little better each year."

Since the Show's inception, Gencor has been involved. This year, Gencor will be prominent at the Gencor Dairy Producers' Pavilion, dairy producer brunch, exceptional daughters displays and semen giveaway – all products of their longtime commitment to the future of agriculture in Ontario.

"It's been nothing but an exhilarating experience for us," says Murray Reissner, a member of Gencor's dairy product support team and exhibit coordinator. "This year, we're working to make the Pavilion more attractive and user-friendly."

Gencor has been the Pavilion's permanent sponsor after a risky move to the southeast corner of the site four years ago. It's not quiet anymore! Equipped with new doors and flooring, the busy Gencor Dairy Producers' Pavilion is ready to again host 14 other dairy and industry-related exhibitors.

"It's one stop shopping for everything you need for dairy management," says Reissner. "It's a nice fit for all of us."

Gencor fits many events into those three days in September. Gencor and Jersey Ontario have partnered again to present an exceptional Jersey daughter display over the next three years. The Jersey display will accompany Gencor's traditional Prominent Semex Alliance Sire Daughter Display.

On Thursday, September 17, 2009, Gencor will also play host to 650 producers at the VIP Dairy Producers' Brunch. Those attending will have a chance to win a free tank of semen compliments of the Gencor Dairy Producers' Pavilion. According to Reissner, it's these kind of innovative features that keep exhibits interactive and attractive to farmers year after year. "Canada's Outdoor Farm Show keeps reinvigorating itself every year," says Reissner, "and that's what keeps things fresh, interesting and informative - and we admire them for their ongoing efforts."

Canada's Outdoor Farm Show will be held September 15, 16 & 17, 2009 at Canada's Outdoor Park, Woodstock, Ontario.

For more information, visit [www.OutdoorFarmShow.com](http://www.OutdoorFarmShow.com)

