

## **MEDIA ADVISORY**

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### **VA Tech and State University Hosting 10<sup>th</sup> Annual Southern Regional Dairy Challenge**

About 70 students from 15 different universities will be making their way to Abington, VA to attend the 2015 Southern Regional Dairy Challenge. This three-day event helps prepare students for careers in the dairy industry through a hands-on educational opportunity.

**WHAT:** 10th Annual Southern Regional Dairy Challenge

**WHEN:** November 15-November 17

**WHERE:** Most events will take place either at the Comfort Suites and the Southwest VA Higher Education Center in Abington, VA

The Southern Regional Dairy Challenge is designed to create an educational environment and facilitate a real-world dairy team situation. To accomplish this, students are placed on mixed-university teams. The Dairy Challenge strives to incorporate a higher-learning atmosphere with practical application to help prepare students for careers in the dairy industry.

The students arrive with their schools on Sunday afternoon, November 15<sup>th</sup> for orientation before they are broken up into their teams with students from different schools. The teams then get to know each other and their strengths through team building-activities. On Monday the teams will travel to the host farm for an evaluation of the operation. The student teams then put together their findings and give recommendations for nutrition, reproduction, milking procedure, animal health, housing, and financing. On Tuesday the teams present their plans to a panel of judges who also evaluated the farm. The students' knowledge is then tested as they answer questions from the judges. The Presentations are then evaluated based off of the students' evaluation and recommendations.

#### ***About Dairy Challenge***

NAIDC is an innovative event for students in dairy programs at North American post-secondary institutions. Its mission is to develop tomorrow's dairy leaders and enhance progress of the dairy industry, by providing education, communication and networking among students, producers, and agribusiness and university personnel. Over its 13-year national history, Dairy Challenge has helped prepare more than 4,000 students for careers as farm owners and managers, consultants, researchers, veterinarians or other dairy professionals.

For more information, visit [www.dairychallenge.org](http://www.dairychallenge.org) or [www.facebook.com/DairyChallenge](https://www.facebook.com/DairyChallenge).