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Sales Talk Competition Winners at Canadian Junior Angus Showdown

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Rocky View County, AB—Canadian Junior Angus is pleased to announce the winners of the Showdown 2021 Sales Talk Competition. The awards were presented at the Cook-off on Thursday, August 26.

In the junior division (ages 9–12) champion was Karsen Van Sickle from Red Deer County, AB and reserve champion was Gus Reid from Moorefield, ON.

Intermediate division (ages 13–16) champion is Kasey Adams of Forestburg, AB and reserve champion was Kylie Willms of Dundurn, SK.

In the senior division (ages 17–21) Kailey Brandl of Jarvie, AB was selected champion and Brynne Yoder of Barrhead, AB was selected reserve champion.

There were seven different competitions open to Juniors to compete in virtually or in person this year. Juniors who compete in the Sales Talk Competition prepare a sales pitch and deliver it to a judge. This year's topic was to sell genetics of choice to the judge. Juniors are judged on their professionalism, originality and marketing skills. The judge was Rafael Ramirez from Mexico.

Canadian Junior Angus is a group of Angus enthusiasts under the age of 21. Showdown is an annual summer cattle show organized by Canadian Junior Angus. It rotates to provinces throughout the country every July. Due to the ongoing COVID-19 pandemic and travel challenges, this year events were offered both in person and virtually. 105 participants and 100 head of cattle took part in the 21st annual Showdown in Olds, Alberta.



Left to right: Brynne Yoder, Kailey Brandl, Kylie Willms, Karsen Van Sickle and Kasey Adams (missing from photo Gus Reid)

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