



Press Release

27 February 2013



1^{er} et 2 mars 2013 • Fribourg - Suisse
1. und 2. März 2013 • Freiburg - Schweiz
www.eurholstein2013.ch



The champions live from Fribourg

Fribourg, 27 February 2013 – **The big day is here! More than 160 cows taking part in the All-European Holstein and Red Holstein Championship were welcomed on Tuesday 26 February in excellent conditions. Trucks from a number of European countries arrived to drop off and prepare the finest animals on the continent. The Forum Fribourg exhibition centre is buzzing. The hall and ring are ready to host one of the most eagerly awaited breeding events in the last three years.**

The cows are here!

Tuesday 26 February, 08:05 am. The first truck rolled into the region of Fribourg. Those on board were animated by the hope of receiving prestigious recognition for their ceaseless work over the last few months. There was a tangible feeling of nervousness and enthusiasm in the air as they unloaded the equipment and the animals. Shortly afterwards, the other trucks began to arrive.

The delegations from 17 different countries will be taking part in the competition and cannot wait for Friday and Saturday. Great care is being taken over the work and the final preparations for the Holstein and Red Holstein cows, which need to be fed, cared for and cleaned. The cowsheds are in place and ready for the championship.

The schedule for the event features a broad, comprehensive selection of activities:

Friday 1 March	
8:00 am - 4:00 pm	Farm tours
4:00 pm - 5:30 pm	Young Breeders' Showmanship, final competition
6:30 pm - 8:00 pm	Opening Ceremony
From 8:30 pm onwards	Swiss European Sale
Saturday 2 March	
9:30 am - 11:30 am	Red Holstein Championship: "Individuals" / "National Groups"
12:00 pm - 3:00 pm	Holstein Championship: "Individuals"
3:30 pm - 5:30 pm	Holstein Championship: "National Groups"
From 7:30 pm onwards	Breeders' Fondue Party, sponsored by 
Sunday 3 March	
From 8:00 am onwards	Departure of animals
8:00 am - 4:00 pm	Farm tours

Booth assembly in the exhibition hall

Preparations for the event will take place on 27 and 28 February. The seating areas and exhibition stands are currently being assembled and the 41 participating companies are looking forward to welcoming the crowds. The list of renowned organizations that will be present includes Swissgenetics, UFA, Cremo, Villars Maître Chocolatier, Fribourg Region, LGC SA, the Gruyère AOC trade association, Arnold Bertschy SA, the Swiss Milk Producers' Association and many others.



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The 5,000 visitors who are expected to arrive this weekend will have the opportunity to encounter a huge range of businesses from the field of genetics and farming. The event will underline the importance of the development of the breeding, food and farming sectors.

Opening times of the agriculture and technology exhibition

Friday 1 March 10:00 am – 10:00 pm
Saturday 2 March 8:00 am – 10:00 pm

Live streaming on the internet

Due to the importance of the event, a live stream will be available on the official website of the competition (www.eurholstein2013.ch). This will allow everyone who was unable to travel to see the champions to watch every step of the proceedings.

At the end of the event, the video coverage will be made available on the official website, so everyone will be able to watch the highlights of the championship again.

Large screen in the restaurant

Big screens showing live coverage of the different stages of the competition will be placed in the different cowshed areas and halls of the Forum Fribourg exhibition centre.

A large screen will be installed in the restaurant, so convenient access to the coverage will be available at all times. As the diners watch the competition, they will be able to enjoy dishes made by the restaurant team that will highlight the qualities of the local Swiss products. The restaurant will accommodate up to 1,500 people and will offer direct access to the seating areas above the ring.

We look forward to seeing you!

The organizing committee will be delighted to see large numbers of people in attendance at this unique event in Fribourg at the end of the week. We hope that lots of you will come to support the competitors and admire the finest Holstein and Red Holstein cows in Europe gathered in Fribourg.

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Images:

- The logo can be used to go with an article about the event.



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