

WQHYA's Nutrena feed bag fashions help raise funds for Wisconsin Youth Association!

The Nutrena® team, recently collaborated with the Wisconsin Quarter Horse Youth Association (WQHYA) at the Cap Gun Circuit held in Madison, WI to help raise funds for the youth association. Youth members teamed up to create “feed bag fashions” using recycled Nutrena® bags and highlighted them as part of a fashion show held in conjunction with the Saturday night exhibitor’s party.

Youth members had two days to create their designs using a colorful array of Nutrena® SafeChoice® bags along with miscellaneous twine, lacing, ribbon, paint and other embellishments! As part of the challenge, participants had to recruit a model and showcase their design throughout the grounds, collecting donations as “votes” for their design. From flirty frocks to fitted two piece suits, these designers truly had their models dressed to impress.

The top three designs (*based on funds raised*) were awarded the coveted Gold, Silver or Bronze trophy - but the real winner was the Wisconsin Quarter Horse Youth Association which raised over \$929.58 in donations. The Nutrena® team offered matching funds for a total donation of \$1859.16 to the youth association. Congratulations to the top models & designs:

Robert Schmitz & Katie Kosobucki – *Gold Trophy*
 Frank Graceffa – *Silver Trophy*
 Alec Martin – *Bronze Trophy*



Robert Schmitz & Katie Kosobucki modeling the winning Nutrena feed bag design



(L to R) Frank Graceffa, Denim Wellhouse, Sydney Bishop & Jen Drinkal modeling their Nutrena designs

“This was a neat opportunity to showcase the youth exhibitors’ creativity and support a great cause”, said Danyelle Gabbert, Business Development Manager for the Nutrena brand. “We are always looking for fun & unique ways to support youth within the horse industry and it was great to see members engaging with exhibitors & spectators to ‘sell’ their design and talk about why they should support WQHYA.”

Funds will go towards supporting WQHYA members participating in the National Leadership Conference, Youth World Championship Show and the National Youth Activities Team Tournament at the All-American Quarter Horse Congress.

Special thanks to the Nutrena® team, the Cap Gun Circuit and all the designers, models and volunteers that made this fundraiser possible!



Denim Wellhouse along with her “feed bag” accessory



Alec Martin



Model Frank Graceffa sweet talking some of our Minnesota Trainers, Eric Petersen & Mark Baus into donating



*Jen Drinkal draws a crowd with her stylish
"feed bag design"*



*Models Frank Graceffa & Alex Martin sporting skirts to take
home the Silver & Bronze trophies*

Additional Information:

Contact: Mary Reynolds, Equine Marketing Communications Lead Mary_Reynolds@Cargill.com

About the Nutrena® brand

Cargill manufactures and markets a complete line of Nutrena® brand feeds and supplements that help horses and all classes of livestock maintain optimal health throughout all stages of life. Using the highest-quality ingredients and the most up-to-date nutritional technology, Cargill® is committed to the health, well-being and safety of its customers' horses, livestock and pets. For more information on its Nutrena® brand products, visit www.nutrenaworld.com.

About Cargill

Cargill provides food, agriculture, financial and industrial products and services to the world. Together with farmers, customers, governments and communities, we help people thrive by applying our insights and 150 years of experience. We have 143,000 employees in 67 countries who are committed to feeding the world in a responsible way, reducing environmental impact and improving the communities where we live and work. For more information, visit www.Cargill.com and our News Center.

Cargill Animal Nutrition

Cargill's animal nutrition business has more than 17,000 employees at more than 250 facilities in 37 countries offering a range of products and services to feed manufacturers, animal producers, and feed retailers around the world. In 2011, Cargill completed the acquisition of Provimi, a global leader in premix and animal nutrition solutions, adding to Cargill's portfolio of animal nutrition offerings. Today, Cargill's animal nutrition business offers a range of compound feed, premixes, feed additives, supply chain and risk management solutions, software tools and animal nutrition expertise that is unmatched in the industry. For more information about Cargill Animal Nutrition, visit: <http://www.cargill.com/feed>.