

2nd Annual WQHYA's Nutrena feed bag fashions help raise funds for Wisconsin Youth Association!

The Nutrena® feed team, again teamed up 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 were charged with creating “feed bag fashions” using recycled Nutrena® feed bags and highlighting 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® & ProForce® bags along with miscellaneous twine, lacing, ribbon, paint and 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 “Cap Gun Cowboys” to “Fabulous Fairies”, these youth designers pulled out all the stops for their 2016 Nutrena® designs!

Top designs (*based on funds raised*) were awarded some chocolate sweets along with a cash prize - but gain this year the real winner was the Wisconsin Quarter Horse Youth Association which raised over \$735.91 in donations. The Nutrena® team again stepped up to match funds for a total donation of \$1,465.82 to the WQHA Youth Association. Congratulations to our top designs:

“The Hillary & Trump Modeling” – *designed by Jim Ranthum Show Horses, Youth*

“Fabulous Fairy” – *designed by Schmitz Quarter Horses, Youth*

“Cap Gun Cowboy” – *designed by Spratto Quarter Horses, Youth*

Congratulations to all our 2016 Designers!



“The Hillary & Trump Campaign” the winning Nutrena feed bag design

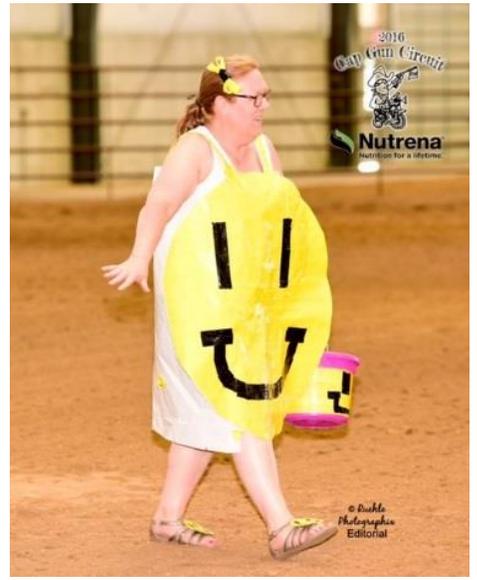


“It’s great to see how engaged & enthusiastic the youth designers were this year! Several parents commented on how they had to remind their kids to help unload horses BEFORE running to the office to pick up their fashion supplies,” said Danyelle Gabbert, *Business Development Manager* for Nutrena®. “The WQHYA is a great organization committed to the support and development of our youth and as a longtime partner of AQHA & its local affiliates it’s important to all of us at Nutrena to support the lifeblood of our industry – the youth!”

Funds raised will again 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 Nutrena®, the Cap Gun Circuit, Ruehle Photographix and all the designers, models and volunteers who made this event possible!





Additional Information:

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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.

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>.

