



CentralStar

For immediate release from
NorthStar Cooperative and East Central/Select Sires

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CentralStar kicks off new merger by sponsoring family night at National Holstein Convention

March 19, 2019, WAUPUN, Wis., and LANSING, Mich. – Starting May 1, 2019, NorthStar Cooperative, Lansing, Mich., and East Central/Select Sires, Waupun, Wis., will merge under the name, CentralStar Cooperative. One of the first donations from CentralStar will be a “platinum”-level contribution, in partnership with Select Sires Inc., to the 2019 National Holstein Convention.

Wisconsin is hosting this year’s event, June 24-27, in the Fox Valley region of America’s Dairyland. The convention will feature diverse farm tours, seminars, junior Holstein contests, the National Convention Sale, a National Genetics Conference, the 25th Young Dairy Leadership Institute’s Leadership Conference, and much more.

The CentralStar and Select Sires donation will be used to host family night at Lambeau Field, Tuesday, June 25. With legendary Lambeau Field in full view, attendees will enjoy a tailgate-style meal of a hog roast with tenderloin steak sandwiches and many of Wisconsin’s favorite foods. Activities will include tailgate games and the opportunity to venture into the Titledown District just a short walk away with its loads of free games and playground equipment. Lambeau Field tours can be purchased for an additional \$12, with a capacity limit of 350 tour registrants.

For more information about the 2019 National Holstein Convention, visit www.2019holsteinconventionwi.com and follow the event on Facebook, Twitter, Instagram, and YouTube.

CentralStar will focus on enhancing producer profitability through integrated services, providing Accelerated Genetics, GenerVations, and Select Sires genetics; extensive artificial-insemination (A.I.) technician service; genetic consultation; reproduction services; Dairy Herd Information (DHI) services; diagnostic testing; herd-management products; research and development; and more. For more information, visit NorthStar Cooperative at <https://www.northstarcooperative.com/> and East Central/Select Sires at <http://www.eastcentralselectsires.com/>.

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