



Gamification



Welcome to Gamification! This is a program only for Junior Members, giving you opportunity to participate in the dairy industry in an exciting way. Earn points and play towards a grand prize and one of nine Provincial Grand Champion titles, going to one winner from each Branch.

This is a Holstein Canada pilot project, and as such, there may be improvements and tweaks made throughout the first year as we work towards tailoring the program to you!

To get started in this program, email us at youngleader@holstein.ca confirming that you wish to participate in the current year's Gamification and **provide your Instagram, Facebook, and Twitter usernames** (it's ok if you are only comfortable sharing one or two of them). Once you have confirmed your interest in participating, you will be instructed on how to join an exclusive HC Junior Membership Facebook group where you can submit your contributions and get the latest updates on where you fall on the leaderboard.

If you don't have Facebook, please let us know in your initial email, as this will reflect how your points are collected. Each category specifies how to earn points, so make sure to look closely at how to submit your contributions so you don't lose any points! When posting your contributions with the use of hashtags on Instagram, we can count your points in two ways. You can adjust your account's privacy settings to public so Holstein Canada can view your post and accept your points **OR** accept the Holstein Canada account as a follower so we can track it easier (and you won't have to give up your privacy!).

Compete within your age group!

Group 1: 12-15 years | Group 2: 16-21 years

The competition will begin January 1 of each year and run until December 31. Points will be tallied at the end of the year and the winners will be announced January of the following year!



Gamification Point Breakdown



CATEGORY #1: SERVICES

POINTS

Points will be collected by
Holstein Canada upon
completion of each service



Registration under 5 a year

15



Registration more than 5 a year

25



Animal Transfer

20 per transfer



Classification

30 per animal



Compass

30 to sign up

CATEGORY #2:

ACTIVE WITHIN THE PROVINCE

POINTS

Please provide photo proof of participation via Jr Member Facebook group or email to youngleader@holstein.ca



On-farm social media presence

15 per # use



Participate at a barn meeting, twilight meeting, club meeting, etc.

25 per #, per event



Provincial workshops for youth

25 per workshop



Judging Clinics or 4-H judging events

35 per judging event



Attend a show

40 per animal entered

CATEGORY #3

SOCIAL MEDIA PRESENCE

POINTS

Please post on Instagram or Twitter using [#HCJuniorHolstein](https://twitter.com/HolsteinCanada)



Portray the dairy industry in a positive way

10 per post



Participate in sending photos in to the Frame the herd Junior member contest

10 per photo sent

CATEGORY #4: BONUS POINTS

POINTS



Applying for either a Branch or National Holstein Scholarship

25 Automatically collected by HC



Participating on a TD Classic Team in Toronto (Eastern provinces)

30 Automatically collected by HC



Participating on a WCC provincial Team (Western provinces)

30 Automatically collected by HC



Attend Branch Annual Meeting

75 (Please provide photo proof of participation via Jr Member Facebook group or email to youngleaders@holstein.ca)



Creating a Junior Member display (Coming 2021)

50 (Details to come)



Completing your Junior Member Project book (Coming 2021)

50 (Details to come)