

HOARD'S WEST

January 25, 2011



WORLD AG EXPO

February 8 to 10, 2011 Tulare, Calif.



The Western Edition of Hoard's Dairyman



photos courtesy of World Ag Expo

Welcome to the Show

THE 44th annual installment of the country's largest farm equipment and technology show will be held February 8 to 10 in Tulare, Calif. More than 1,600 exhibitors will be on hand, and over 100,000 people from around the world are expected to attend. Each year's show always brings new looks and features, and this one is no exception:

- Pre-registration and advance ticket purchases through the website are **strongly** encouraged. On-line ticket purchases also receive a \$2 discount. To register on-line go to www.worldagexpo.com.

- Over one-fifth of all exhibitors at Expo are dairy or dairy-related. The majority will be located in the Farm Credit Dairy Center building, with many more in the outdoor area surrounding it. A big change to the Dairy Center this year is the addition of concrete floors and metal walls.

- The popular Park & Ride free shuttle service gives showgoers the convenience of being dropped off at either the front of the showgrounds (West gate), or at the back near the dairy exhibit area (East gate 12). New this year is Park & Ride service from Fresno. (For details turn to page W-6 in this issue.)

- The World Ag Expo website is a wealth of information for both repeat visitors and first-timers. Be sure to take a look and start planning your show before you go.

FREE SEMINARS on a wide variety of topics important to dairy producers, farmers, ranchers, exporters, and agribusiness professionals will be presented each day during Expo. All will be held in the

Seminar Center tent located just south of the Dairy Center building.

TOURS of local dairies, specialized ag businesses and farms will be held each day. (On-line registration and advance ticket purchase is required). For more details visit the World Ag Expo website.

TEST DRIVES of the newest high-tech tractors and other equipment are offered all day long in the two Ride and Drive areas located on the far east side of the showgrounds.

FREE PARKING For cars and trucks is abundant at the showground lots.

OVERNIGHT RV PARKING areas in the Expo parking lot are available. Cost is \$20 per day (\$25 for premium location) and reservations are required. No hookups or dump stations are available.

RAFFLE DRAWING for a Toyota Tundra pickup truck will be held to benefit FFA chapters in the Central and San Joaquin Regions. Tickets are \$5 and are available on-line or from FFA members at each ticket gate.

Travel and Lodging

World Ag Expo is located on the east side of Highway 99 in Tulare, midway between Fresno and Bakersfield. If traveling north on Highway 99, exit at Avenue 184 or Avenue 200 and follow the signs. If traveling south on Highway 99, exit at Paige Avenue or Avenue 200. If traveling from central or eastern Tulare County, use the Turner Drive entrances on the east side of the show. Be aware that roads leading into the show are often **extremely** congested after 8 a.m. and around 5 p.m., particularly on Tuesday and Wednesday. 🐄

HOURS:

Tuesday	9 a.m. to 5 p.m.
Wednesday	9 a.m. to 5 p.m.
Thursday	9 a.m. to 4 p.m.

ADMISSION:

- \$12 per day
- parking FREE
- overnight RV parking \$20 (reservations required)
- Park & Ride shuttles FREE

MORE DETAILS:

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- Luis Davalos, Manager
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you'll be FLOORED by what's new in the DAIRY CENTER

DIRT IS OUT at the Dairy Center.

World Ag Expo's first permanent exhibit building turns 20 this year and has been upgraded for 2011 in two very exciting ways: The dirt floor is now concrete, and the one remaining wall of canvas curtains has been replaced with sheet metal.

They're huge changes that transform the atmosphere from quasi storage shed to an actual building. The Dairy Center is home to over 360 exhibitors at Expo, more than 20 percent of the entire show total. At other times during the year it is used for a wide variety of events ranging from concerts and auctions to livestock shows.

Exhibitors played big roles . . .

Covering 76,000 square feet, the floor was poured in two days that started at 4 a.m. The entire job took a week to complete from start to finish and was engineered and overseen by longtime Expo exhibitor Hilvers Construction. Concrete was



78,000 square feet of concrete have replaced the dirt floor inside the Tulare Dairy Center. The one remaining wall with canvas curtains has also been upgraded to metal panels to reduce drafts and improve the facility's multi-function usefulness.

delivered in approximately 160 truckloads by South Valley Materials of Tulare. Laser screeding was done by W. Reyneveld Construction of Bakersfield. Metal walls were installed by Structures Plus, another longtime Expo exhibitor.

The 1,500 cubic yards of concrete (over five million pounds) is reinforced with fiber mesh that won't rust or degrade like traditional metal rebar. Solid walls mean greater protection inside from wind, cold and rain. Improved comfort, greater versatility and quicker setup and cleaning head the list of benefits from the changes. Better visibility will also result from light being reflected off the concrete, rather than

being absorbed by the dirt.

Tricia Stever, executive director of the Tulare County Farm Bureau, held a Casino Night fundraising event inside the upgraded facility in November and had high praise for the changes.

"The concrete floor was a welcomed addition to the building, providing a much nicer area for guests to mix and mingle while enjoying dinner, a silent auction and gaming," she explained. "I can see that the floor will provide much more versatility for the building."

The Dairy Center debuted at the 1991 show and has been expanded three times to meet exhibitor demand for space. 🐄

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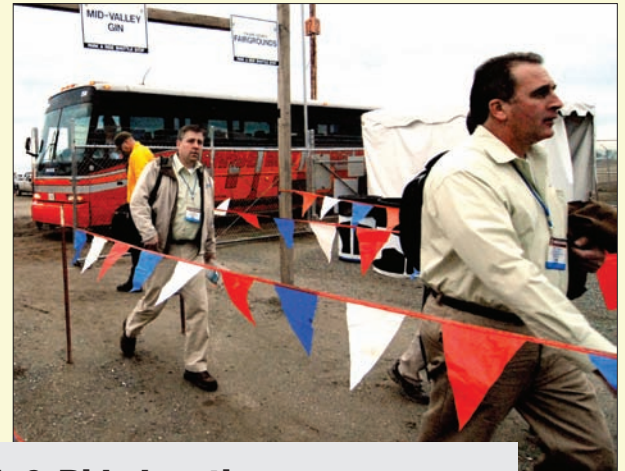
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Park & Ride locations:

- **Preferred Outlets of Tulare**, at Prosperity and Highway 99. Service is to and from Expo West Gate 2.
- **Tulare County Fairgrounds-East**, use grandstand parking through gate 14 on Bardsley Avenue and gate 17 on K Street, in Tulare. Service is to and from Expo East Gate 12.
- **Tulare Airport**, at Avenue 200 and Highway 99 in Tulare. Service is to and from Expo West Gate 2.
- **Mid-Valley Gin**, at Highway 99 and Cartmill Avenue in Tulare. Service is to and from Expo East Gate 12.
- **First Assembly of God Church**, on Akers and Caldwell in Visalia. (Runs every 30 minutes.) Service is to and from Expo East Gate 12.
- **FRESNO Fashion Fair Mall**, on Shaw east of Fwy 41. Departs for Expo at 7 and 9 a.m. only; returns at 3, 5 and 7 p.m. only. Service is to and from Expo West Gate 2. Round trip cost \$25 per day, \$60 for all three days. Reservations and prepayment required; call 559-641-6789.
- **CLOVIS Sierra Vista Mall**, on Shaw east of Fwy 168. Departs for Expo at 8 and 10 a.m. only; returns at 2, 4 and 6 p.m. only. Service is to and from Expo West Gate 2. Round trip cost \$25 per day, \$60 for all three days. Reservations and prepayment required; call 559-641-6789.



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Park & Ride service expands to Fresno

Comfortable, convenient service is reaching out further than ever to assist Expo visitors attending the show.

GETTING TO AND FROM World Ag Expo will be easier and more enjoyable than ever in 2011, even for some whose hotels are an hour away.

Right from the start, the show's huge attendance has overwhelmed the supply of local accommodations and forced many visitors to search for rooms up to an hour away. Fresno, the San Joaquin Valley's largest city, has been a popular choice. But not so popular is the 51-mile drive that is required from Fresno to the International Agri-Center show grounds – even when the roads are dry and there is no fog.

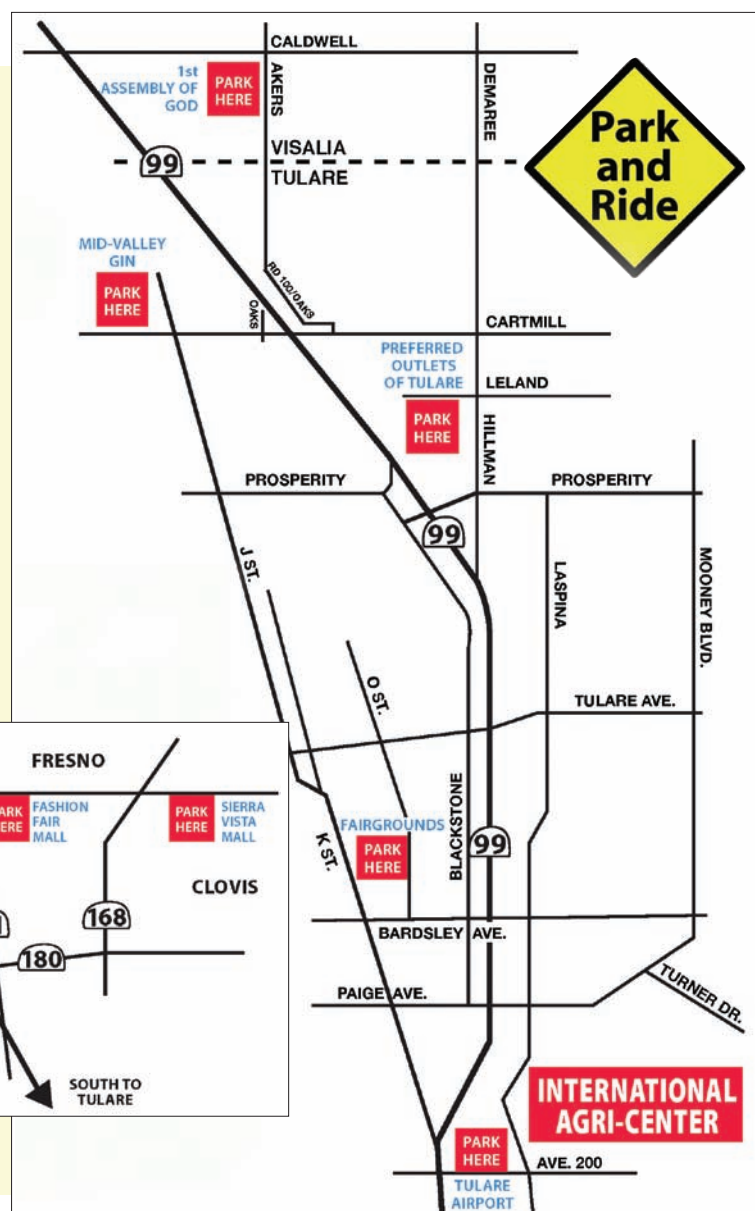
This year, however, show-goers who stay in Fresno and Clovis don't have to drive at all, thanks to an expansion of the show's hugely popular Park & Ride shuttle service. Only a few departure and return times are offered each day and unlike shuttles from closer sites there is a charge to use them: \$25 per day round-trip or \$60 for all three days of the show. **Advance ticket purchase is required by calling 559-641-6789.**

Begun as a way to help reduce the

number of vehicles clogging roads into and out of the show and to make more parking spaces available, participation in the program has grown every year since its inception.

There's a satisfaction that comes from riding the comfortable busses. First is having someone else deal with the traffic. Second is not having to hunt for a parking space. Third is the friendly atmosphere created by the volunteers and drivers. It's a package of advantages that can spoil a person.

At the five traditional Park & Ride locations throughout the Tulare and Visalia area, shuttles run from 7 a.m. to 6 p.m. approximately every 15 minutes. (Shuttles from Visalia run every 30 minutes.) Buses from each location go to one specific gate at the show only, and return only to where they came from. All trips are free and coffee is available at shuttle locations in the mornings.



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Expo weather tip: Be prepared for just about anything

SNOW ISN'T on the list (unless you're driving up from Los Angeles on Interstate 5), but just about every other weather possibility is in play during World Ag Expo. In fact, it's not unusual to have two in one day and three or four during the course of a show.

As longtime attendees have learned, the best plan is to be

prepared for almost anything. Shorts and sunglasses? It's been known to happen. Gloves and longjohns? Now you're getting warmer. Umbrellas and mud boots? Definitely keep those handy. Even wind is a possibility. People still talk about the huge windstorm the night before the 1983 show that knocked down parts of three exhibit tents.



According to the National Weather Service, historic average daily high temperatures during Expo week are 61 degrees and lows are 41. The all-time records, however, push 80 and dip into the 20s.

Rain, rain go away . . .

The bane of Expo is moisture, which regularly appears in two forms that can make a day on the grounds a long one: rain and fog. Tulare receives only 11 inches of rain per year, but February is just a fraction away from being the wettest month. Rain, of course, means

mud and at an outdoor show there's no way to escape it.

Fog is more dangerous, however, and the San Joaquin Valley is famous for its ultra-dense Tule ground version. Driving in it is frightening and it can sock in for days at a time, thinning in the afternoon but never really lifting. Combined with cool temperature and cold ground, it makes for chill factors that regularly take even people from snowy environments off guard.

Check the forecast, dress in layers, bring boots and don't be surprised by anything. 🐮



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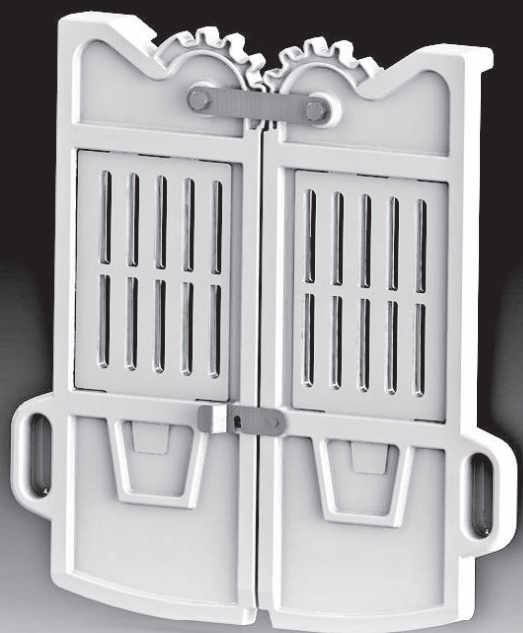
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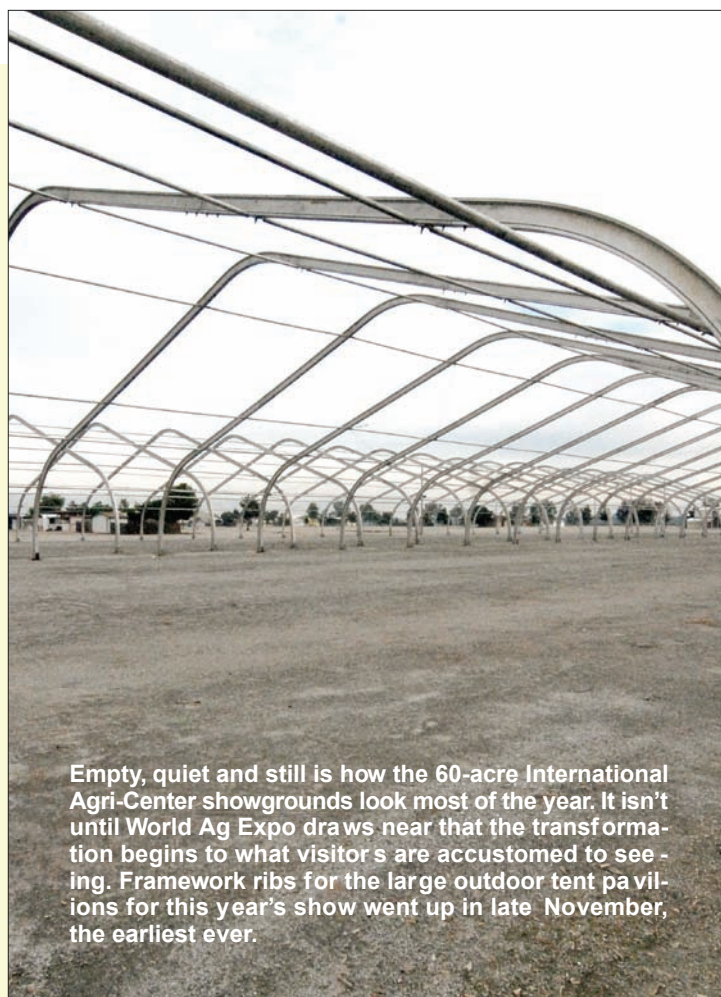


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Empty, quiet and still is how the 60-acre International Agri-Center showgrounds look most of the year. It isn't until World Ag Expo draws near that the transformation begins to what visitors are accustomed to seeing. Framework ribs for the large outdoor tent pavilions for this year's show went up in late November, the earliest ever.

The Ag Expo you don't see

World Ag Expo takes center stage for just 3 days, but planning and preparation the other 362 are what make it all possible.

SHOWTIME ISN'T ALL of the time at the International Agri-Center show grounds.

The manic few days in February that people see at World Ag Expo are wildly opposite of what is "normal" for the 60-acre facility. For most of the year it is empty and still. No flags and banners, no tents and equipment, no crowds and commotion. The atmosphere is eerily quiet. Rabbits would feel at home out there.

Expo is like a huge fireworks show: It dazzles and awes for a brief period, but takes forever to plan, organize and get ready. The process starts soon after each show ends, with the tedious job of cleanup, bark removal from outside booths and hauling away heavy equipment from exhibits like the large outdoor dairy displays. The huge rental arched tent pavilions are then disassembled and removed and by March it's time to touch up roads and drainage slope with a first round of scraper work.

Summer and fall are quiet . . .


If significant structure changes or additions are planned on the grounds, the requisite electrical and plumbing work are done during summer. Otherwise, there

isn't much that happens until December, when tent pavilion superstructures usually return and the outside skins follow close behind. December is also when outside booth spaces are marked.

The pace starts to ramp up in January and by midmonth things get **busy**. About three weeks before the show heavy equipment for large outside displays begins arriving. Booth spaces are marked inside the Dairy Center building. Concession stands are delivered. Porta Pottys arrive a week later.

Ten days before the show things kick into high gear. Freight deliveries occur almost nonstop. Outside dairy equipment displays begin to arrive. Traffic control starts as ever more exhibitors come by to set up. Water wagons sprinkle roads to control dust. Activity on the grounds lasts all day and, eventually, well into the night.

At a week to go, activity is hectic with final preparations. Indoor dairy exhibits begin as a trickle the Friday before the show, gradually build over the weekend, and are elbow-to-elbow busy on Monday.

Twenty-four hours later it's showtime all over again. 

Dairy seminars daily schedule

Tuesday, February 8

10:45 a.m.-11:30 a.m. – *"Dairy and Air Quality: Where the Industry Stands"*. Regulatory pressure on San Joaquin Valley dairies due to the region's historically bad air quality will be discussed by University of California-Davis scientist Dr. Frank Mitloehner. Producers will hear his latest research in quantifying air emissions from dairies and possible mitigation measures. Added to the mix is California's dubious honor of being the first state to require dairies to take steps to improve air quality.

11:45 a.m.-noon – 2011 Outstanding Dairy Industry Educator/Researcher Award presentation, to Dr. Frank Mitloehner, University of California-Davis.

12:15 p.m.-1:00 p.m. – Lunch, and *"Facing Challenges: Immigration Compliance Strategies"*. Learn the ins and outs of complying with current immigration laws, how to fill out I-9 forms, and what to do when an employee's name and Social Security number do not match. In addition there will be advice on dealing with government raids and audits, and dairy employer rights and responsibilities in a government investigation. Attorney Anthony Raimondo will give practical advice on legal hiring and retention of employees. Joining Raimondo will be a dairy producer and a representative from Immigration and Customs Enforcement.

1:15 p.m.-2:15 p.m. – *"Evolution of a feed program for Kansas State University's high producing herd"*. Balancing rations for a high producing dairy herd and the outcome at KSU's dairy will be discussed by dairy professor Dr. Evan Titgemeyer. Using common sense when combining ration ingredients and the effect of formulations on milk fat will be discussed. There will be an emphasis on relationships between diet and milk fat depression and between amino acid supply and milk protein concentration.

Wednesday, February 9

10:45 a.m.-11:30 a.m. – *"Focusing on Milk Quality: Goals in a Global Marketplace"*. Are U.S. dairy producers ready to meet the global demand for milk quality? This seminar will look at the future of milk quality from the viewpoints of a producer, veterinarian, processor and representative from the U.S. Dairy Export Council. As consumers become more aware of the source and quality of the food they eat, milk quality is coming under increasing scrutiny at all levels of the supply chain. Tighter restrictions on somatic cell counts are looming in the U.S. as the European Union is already taking steps to require lower somatic cell counts in milk from the U.S. Panelists for this important discussion are Nicole Ekblom, D.V.M., Atwater-Merced Veterinary Clinic, Shawna Morris, vice-president trade policy of U.S. Dairy Export Council, and dairy producer Chris Jongsma.

11:45 a.m.-noon – 2011 Outstanding Dairy Producer of the Year Award presentation to Stephen D. Maddox, Maddox Dairy, Burrell, Calif.

12:15 p.m.-1:00 p.m. – Lunch, and *"Surviving milk price wars: How can Dairies Make a Profit?"* A look at economic and financial conditions facing the dairy industry will be discussed by a panel of financial experts from Genske, Mulder & Co., the nation's largest dairy accounting firm whose clients produce approximately 12 percent of the U.S. milk supply.

Thursday, February 10

10:45 a.m.-11:30 a.m. – *"The Skinny on Fatty Acids"*. Increase your understanding of the role of fatty acids in dairy rations. Research shows the importance of individual fatty acids on rumen function and in reproduction. Nutritionist Jim Tully of Pine Creek Nutrition will share practical information on balancing fatty acids to maximize milk production.

11:45 a.m.-noon – 2011 Outstanding Dairy Industry Service Awards presentations to Rob Vandenheuvel, general manager, Milk Producers Council, and Syp Vander Dussen, MPC president.

12:15 p.m.-1:00 p.m. – *"How Do You Do It? The Next Generation Takes Over the Dairy"*. Panelists will share stories how their families have transitioned dairy management from one generation to the next. Learn how to execute the delicate act and make decisions that will keep your family working together. Moderator of this seminar will be Caroline Berry, founder of Next Step. Panelists will be Ben and Ken Curti, Lori Sousa Cardoza, and Carl Sousa and Jody Graves.



Dr. Frank Mitloehner

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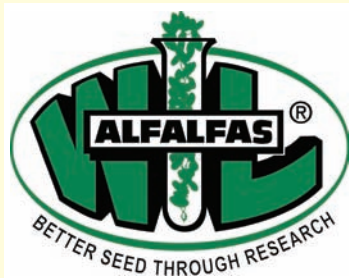
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Foster Farms Commodities Div.

Foster Farms Commodities Division provides superior quality commodities, minerals and supplements to the dairy industry throughout the Western U.S. Our knowledgeable sales, nutrition and support staffs work closely with dairy producers to assure optimum feeding and nutrition for milking cows, dry cows and heifers.

Our extensive line of products includes custom liquid feed blends, molasses, blended feed fat, specific tallows and oils, custom vitamin/mineral mixes, custom pellets, custom protein blends, Fospro Lix free choice liquid supplements, steam flaked corn, soybean meal, canola meal, High Fat Product (HFP), citrus peel, and feed additives.

Stop by our booths at World Ag Expo in the Dairy Center. We are located near the main entrance in spaces DC6540-41-42. Enjoy some of our Foster Farms cold milk and find out more about Foster Farms Commodities Division.



PBI-Ross Holm

Simple, practical, and durable products are the standard at PBI Ross-Holm. Our product lineup includes the non-rotating Trigger Release Adjustable Hose Support, which balances the milking cluster with up to 10 inches of height adjustment. It's simple: press the trigger release. One smooth motion adjusts it to the desired height and you're done. PBI stall design features include:

- Minimizes operator fatigue by gently indexing the cow.
- Parallels available in 26- to 28-inch spacing.
- Provides safe, simple loading and unloading through pushbutton gate controls. One button stops the action immediately.
- Protects operators and cows with built-in safety features.
- Made of heavy-duty galvanized steel to withstand 24 hours-a-day use.
- Elite parallel: Allows 62-inch clearance to an entire row of up to 50 cows.
- Herringbone: features hydraulic lift operation for fast exit. Available in a range of center sizes.



Grain States Soya – Soy Best

Soy Best High Bypass Soybean Meal with Fresh Soy Gums is the choice of dairy nutritionists and producers nationwide. Our all-natural mechanical extraction process now includes gums – containing lecithin, phosphatidyl-choline and phospholipids.

With its innovative and patented technology, Soy Best bypasses more important nutrients through the rumen and on to the intestine where they can be absorbed and utilized by the cow for milk production. We've made sure Soy Best is also more digestible in the lower gut than other products. Best of all, cows love the taste. Research shows and cows agree Soy Best is more palatable than other products.

Bypass protein and intestinal digestibility are important. So is palatability. Put the three together and the result is more milk. That's what this patented technology is all about – better nutrition for dairy cows. It all adds up to a simple, cost-effective solution that's proven to get results for dairymen.



Nasco

In 1941, Norman Eckley, a vocational agriculture instructor, developed several teaching aids to use in the classes that were eagerly sought by his colleagues because they were not readily available from any other source. This simple act of filling a classroom need with an appropriate product was to become a way of life for Nasco in years to come.

He produced and sold several of these products to fellow teachers, and soon decided to spend full time on his new vocation. In May of 1941 the first Nasco catalog with approximately 100 products was published and distributed to 2,500 vocational agriculture teachers. Today, Nasco publishes 25 different catalogs, mailing over 5 million annually to customers in education, agriculture, health, and industry worldwide. Teaching materials are available from early childhood education to the university level.



DeLaval dairy equipment

In a world of multiple choices, dairy producers are faced with vast options when it comes to managing their herd's health, milk production, labor savings, improving and maintaining milk quality, feeding, and dairy operation. Why do so many dairy producers choose DeLaval? For these three reasons:

- **Closeness.** DeLaval strives to provide the service and knowledge through our locally owned and/or managed dealer network providing you with highly trained, timely service and support.
- **Solutions.** DeLaval develops and manufactures product solutions based upon customer needs and demands enabling efficient, high quality milk production, and to achieve herd and operational goals.
- **Empowerment and Control.** DeLaval gives dairy producers the ability to choose from a full range of solutions designed to meet their needs in varying conditions and herd management styles.



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Rangeland Expertise

Silveus Rangeland Specialists have received extensive PRF training and provide service that's second to none.

Pioneer in the Industry

Silveus is a national leader in agricultural insurance and one of the oldest providers of crop insurance. We've worked with RMA to help implement insurance plans that have benefited ranchers across the nation. They have and will continue to lobby in behalf of all cattle producers to effect positive changes in the policy and its coverage.

Rangeland at a Glance

Rangeland is subsidized by the USDA's Risk Management Agency. It primarily insures against drought, covers grazing land and perennial hay production.

Important PRF Features

- Affordable. RMA subsidized at 51-59%.
- Lower deductibles and higher "per acre" coverage.
- Producers can insure only those acres that are important to their grazing program or hay operation.
- PRF is acceptable coverage for all Farm Service Agency assistance programs.

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Free seminars each day at World Ag Expo

Tuesday, Feb. 8

10:00 a.m.-11:00 a.m.

Trade Seminar – “Are Global and Food Safety and Quality Standards Making the Grade?”

Learn what trading partners want to know about your food safety practices and what quality assurances are being implemented in the U.S. to ensure food safety and quality. Dr. Scott Hood from General Mills, Dr. Barry Eisenberg from United Fresh Produce Association and Scott Horsfall from the Leafy Green Marketing Agreement will discuss federal and state safety regulations industry-developed standards, post harvest quality assurance practices and traceability.

10:00 a.m.-11:00 a.m.

Hay and Forage Seminar – “Navigating the Corn Silage Maze”

Corn silage choices can be overwhelming for dairy producers. Speaker Everett Thomas will cut through the confusion and provide practical advice on selecting silage corn to fit your herd size, storage options and milk production goals. Thomas, of Oak Point Agromonics, will also discuss how tonnage, digestibility and net energy factor into corn silage choices in today's economic climate.

10:15 a.m.-10:50 a.m.

World Ag Women Seminar – “Journey of Quilting”

Charlotte Rogers, a Hanford quilting instructor and antique quilt collector. Rogers will bring a collection of antique quilts and work her way through quilting history from 1840 to the present day.

10:45 a.m.-11:30 a.m.

Dairy Seminar – “Dairy and Air Quality: Where the Industry Stands”

Regulatory pressure on San Joaquin Valley dairies due to the region's historically bad air quality will be discussed by University of California air quality researcher Dr. Frank Mitloehner. Producers will hear about his latest research in quantifying air emissions from dairies and possible mitigation measures. Added to the mix is California's dubious honor of being the first state to require dairies to take steps to improve air quality.

11:00 a.m.-2:00 p.m.

Cooking Demonstrations by chefs Jon Koobation, David Vartanian, Greg Vartanian, and Tunny Ortali

Chefs from several popular Valley and Central Coast restaurants will cook up tasty dishes each hour.

11:00 a.m.-noon

Hay and Forage Seminar – “Choosing the best alfalfa hay and Corn silage to maximize milk production and profit”

Learn how to evaluate the quality of hay and silage to cost-effectively balance rations for high milk production from one of the San Joaquin Valley's best-known dairy nutritionists. Gerry Higginbotham, University of California farm advisor in Fresno County will review the basics of forage quality measurements and their impacts on dairy rations, production and economics of dairy farming.

11:15 a.m.-12:15 p.m.

Trade Seminar – Lunch, and “How Do Major International Food and Agricultural Supply Chains Select Suppliers?”

How to meet the needs of foreign buyers is the focus of this discussion. California has a reputation for producing a wide variety of high quality food products, but foreign buyers

have more choices than California. Learn how to beat competition and expand sales from a panel of representatives from major international supply chains. Mark Benjamin from Kenko Commodities is the invited speaker.

11:45 a.m.-12:00 p.m.

2011 Outstanding Dairy Industry Educator/Researcher Award presentation to Dr. Frank Mitloehner, U.C. Davis.

Noon-3:00 p.m.

Hay and Forage Seminar – “Are You Ready for Roundup Ready Alfalfa?”

Hear about interesting and exciting new genetic traits beyond Roundup Ready that may have large impacts on alfalfa in the future from U.C. Forage Specialist Dan Putnam. Roundup Ready hit the fields in 2005, but planting was halted due to a lawsuit in 2007. Most predict that the glyphosate-resistant variety will be fully commercialized in 2011, but much of the controversy remains.

12:00 p.m.-4:00 p.m.

Trade Seminar – “Trade Barriers & Free Trade Agreements: Leveling the playing field for U.S. producers”

Achieve better understanding of trade barriers and free trade agreements from the chief agricultural negotiator at the Office of the U.S. Trade Representative. Ambassador Islam Siddiqui (invited) will discuss whether Congress will enact free trade agreements made with Korea, Panama and Colombia and what other steps the federal government is taking to improve market access for California ag products. Ambassador Siddiqui will also reveal current efforts to level the international playing field for American producers and deliver jobs and economic opportunities.

12:15 p.m.-1:00 p.m.

Dairy Seminar – Lunch, and “Immigration Compliance Strategies”

Learn the ins and outs of complying with current immigration laws, how to fill out I-9 forms and what to do when an employee's name and Social Security number do not match. In addition there will be advice on dealing with government raids and audits and dairy employer rights and responsibilities in a government investigation. Speaker and labor attorney Anthony Raimondo will give practical advice on legal hiring and retention of employees. Joining Raimondo will be a dairy producer and representative from Immigration and Customs Enforcement.

12:30 p.m.-1:30 p.m.

Trade Seminar – “Grow Local, Sell Global: Hear from Successful Farmers Who took a Risk and are Now Branded Worldwide”

Transitioning from domestic sales to being an international supplier. Hear from a panel of farmers turned exporters to learn how they expanded their businesses by marketing their products internationally. Featured speakers are Don Barton, president of Gold River Orchard and Loren Booth of Booth Ranches.

1:15 p.m.-2:15 p.m.

Dairy Seminar – “Evolution of a feed program for Kansas State University's high producing herd”

Balancing rations for a high producing dairy herd and the outcome at Kansas State's dairy will be addressed by dairy professor Dr. Evan Titzmeyer. Using common sense when combining ration ingredients and the effect of the formulations on milk fat will be discussed. There will be an emphasis on relationships



Free cooking demonstrations, featuring some of the leading chefs in the Tulare area, will be held all three days during Expo.

between diet and milk fat depression and between amino acid supply and milk protein concentration.

1:30 p.m.-2:00 p.m.

Hay & Forage Seminar – “Economic trends with hay and forage markets”

Will milk prices stay at profitable levels in 2011? What will hay exports do in 2011? Seth Hoyt of *The Hoyt Report*, will answer these and other important questions for dairy producers and hay growers. Hoyt will use his in-depth experience in the hay and forage markets to give producers the latest information on market factors impacting alfalfa and other forages in the Western states. Hay growers in the West have options on what to plant for 2011 and depending on the area, some have decided to plant other crops. What this will do to the hay market and hay acres in the West will be explored by Hoyt.

1:45 p.m.-2:45 p.m.

Trade Seminar – “Cuba: A New Beginning? Is there really a market for California there?”

Hear the possibilities and learn how to be prepared to enter this market. This may be possible for the first time in 47 years as the Organization of American States is looking to expand Cuban participation. Even under current limitations this country purchased more than \$4 billion worth of ag products from the U.S. between 2002 and 2008. With the embargo lifted the question is – will California find a market there? Presenter is C. Parr Rosson, PhD, professor from Texas A&M.

3:00 p.m.-4:00 p.m.

World Ag Women Seminar – “Western Wear Fashion Show”

A selection of Western wear fashions will be modeled by World Ag Expo volunteers, including 2011 show chairman Lee Coito.

Wednesday, Feb. 9

9:30 a.m.-10:55 a.m.

General Ag Seminar – “Air Quality Regulations: How will my Operation be Impacted?”

Major drivers of air quality regulations in California – greenhouse gas reporting and AB 32 are the focus of presentations by Sayed Sadredin, executive of the San Joaquin Air Pollution Control District and Brad Miller, president of Environmental Concepts Company in Mission Viejo. Reporting of greenhouse gases by major sources is required by the California Global Warming Solutions Act-AB 32, which was signed by Governor Arnold Schwarzenegger in 2006. The state's air resources board in approved a mandatory reporting regulation in 2007 and it became effective in 2009. Learn what is in store for the Valley and the state.

10:00 a.m.-11:00 a.m.

Beef Seminar – “Taking It to the Street”

An enthusiastic promoter of the beef industry, Amanda (Nolz) Radke will challenge beef producers to speak out about the positives of beef. She believes producers should be able to effectively communicate with consumers and tell their side of the story and refute the misleading information promoted by

well-funded animal rights lobbying groups. “We know we produce a safe, wholesome and delicious product to feed the world, but does the consumer know all of these things?” Radke asks. Even though we have good intentions to speak out, she adds, we are busy with daily work on the farm or ranch, and leave that task to others. In her presentation, *BEEF* magazine blogger and *BEEF* Daily editor Radke will show producers how to make the most of their efforts to promote the beef industry.

10:15 a.m.-10:50 a.m.

World Ag Women Seminar – “Fire Prevention In The Home”

Fire prevention in the home will be the lead presentation. Patrick Marquez of the Tulare Fire Department will be on hand to discuss what to do in case of an oven or stovetop fire. He will also provide safety tips for fire prevention.

10:45 a.m.-11:30 a.m.

Dairy Seminar – “Focusing on Milk Quality: Goals in a Global Marketplace”

Are U.S. dairy producers ready to meet the global demand for milk quality? This seminar looks at the future of milk quality from the viewpoints of producer, veterinarian, processor and representative from the U.S. Dairy Export Council. As consumers become more aware of the source and quality of the food they eat, milk quality is coming under scrutiny at all levels of the supply chain. Tighter restrictions on somatic cell counts are looming in the U.S. as the European Union is already taking steps to require lower counts in milk from the U.S. Panelists for this important discussion are Nicole Ekblom, DVM Atwater-Merced Veterinary Clinic, Shawna Morris, vice president trade policy of U.S. Dairy Export Council; and dairy producer Chris Jongsma.

11:00 a.m.-noon

Beef Seminar – “What is the Model for Beef Industry Sustainability?”

Is the liquidation of the nation's cow herd a short-term event or a long-term trend? Speaker Wes Ishmael, who writes the monthly Cattle Economics column for *BEEF* magazine, will take an in depth look at two paths for the beef industry – a temporarily smaller herd due to higher feed costs and other factors or a long term trend toward fewer producers and cattle and more industry concentration. Ishmael believes there is a definite need to question whether the current cattle industry model is economically sustainable. If it is, Ishmael said, he will help beef producers learn to position themselves to take advantage of opportunities and how to adapt to a new model.

11:00 a.m.-3:00 p.m.

Cooking Demonstrations

Culinary experts will be Chef Jeff Riggs of the Tulare Adult School culinary program, Chef Anthony Hagans of Harris Ranch in Coalinga, George Quilty of Orange Blossom Junction in Exeter, Chef Christian Raia from the West Hills College culinary program and Mike Vejar of Mikey V's Café in Tulare.

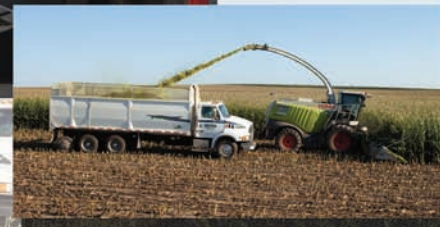
11:00 a.m.-12:25 p.m.

General Ag Seminar – “Local and Regional Water Supply Conditions and Outlook”

Friant Water Authority General Manager Ron Jacobsma will lead a discussion on the outlook for surface water deliveries, the impact of the San Joaquin River settlement on water deliveries and the potential of the Temperance Flat Reservoir to improve water deliveries. Jacobsma has served in senior management positions at Friant for the past 21 years. Manager since 2003, he guided Friant

(continued on page W-25)

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Push Away Grapple



Ag Flag



Air Filter Blaster



Thumb Hole Sleeve Jacket



EZY-Lift System



NOx Blue Diesel Exhaust Fluid



Yuma Tablet Computer



Biodegradable Hydraulic Oil

Top 10 new product winners

INSPIRATION and innovation have been honored by World Ag Expo in the form of its 2011 Top 10 New Products awards. Winners will be showcased throughout the 44th annual show February 8 to 10.

"The Top 10 New Products are of a class to themselves," said 2011 show chairman Lee Coito. A panel of farmers, ranchers and agribusiness professionals from across the country selected 10 winners and 10 honorable mention products from more than 90 entries. All will be on display in the New Product Pavilion on Expo Lane and "R" Street on the southeast side of the show grounds next to the Dairy Center.

Air Filter Blaster

from Salmon River Innovations, LLC

A powerful centrifugal forced air induction chamber cleans used dirty air filters quickly and thoroughly, extending their life by up to 20 times and improving engine life, performance and fuel economy. Fits filters with inside diameters of up to eight inches.

Ag Flag

from Flag-R-Mon Flag Products

Flexible flagpoles are bent and attached to ground-stake tethers and special paper release strips. When irrigation water reaches a strip it dissolves and releases the pole so it can be seen from hundreds of yards away. Helps prevent over-irrigation to conserve water and reduce costs.

Biodegradable Hydraulic Oil

from American Synthetic Lubricants, Inc.

This non-petroleum oil is compatible with common hose and seal materials, is highly resistant to oxidation, and has a very high viscosity index. Has low toxicity and is designed to biodegrade when exposed to sunlight, water and microbial activity.

Trimble Connected Farm

from Trimble Agriculture

An integrated system of software and communication services that provides easy, secure wireless transfer of production records from field to office and back to the field. Allows employees to work off of the same set of data and receive updates at the same time.

T-HEXX Dragonhyde Hoof Bath

from Hydromer, Inc.

A nonhazardous, biodegradable alternative to copper sulfate or formaldehyde products that is a mixture of phenoxyethanol, dyes and other ingredients. Contains no antibiotics or heavy metals. A Cornell University study found it superior to formaldehyde for hoof hygiene.

EZY-Lift Hydraulic Lift System

from Ezy-Lift of California, Inc.

Mounted in a pickup or other truck bed, this fold-away hydraulic lift gate with a 2-ton winch requires no wheels to move or place a dead weight load anywhere in the bed. Can be operated quickly and safely by one person from up to 20 feet away.

Thumb Hole Sleeve Jacket

from Udder Tech, Inc.

Made of waterproof nylon, it puts an end to wet, irritated wrists and arms when milking cows. Instead of conventional cuffs, the jacket sleeves feature a hole for the thumb; insert your thumb through the hole and the end of the sleeve stays securely in place.

NOx Blue Diesel Exhaust Fluid

from Core Fluids, LLC

A new class of non-hazardous chemical emissions solutions, DEF, sometimes called automotive-grade urea or AdBlue, converts diesel engine NOx into harmless nitrogen and water vapor that goes out the tailpipe or exhaust stack.

Push Away Grapple

from Fritsch Equipment Corp.

Allows front-end loader operators to "bite" and then push a full load of bagged haylage or similar material into the bucket. This allows fewer trips to be made to the bag, less fuel usage, and less wear and tear on both equipment and the feed storage area.

Yuma Rugged Tablet Computer

from Trimble

Built to super-tough military standards for shock, moisture and temperature exposure this three-pound computer is designed to be used in any outdoor environment. Operates on two rechargeable batteries that last 4 to 8 hours between charges.

Daily free seminars schedule (continued from page W-23)

through implementation of the historical settlement. Mark Larsen, general manager of Kaweah Delta Water Conservation District will discuss the relationship of surface water deliveries and groundwater availability. He will also provide insight on impact of land use changes to groundwater levels in the future.

11:45 a.m.-12:00 p.m.

2011 Outstanding Dairy Producer of the Year Award presentation to Stephen D. Maddox, Maddox Dairy, Burrell, Calif.

12:15 p.m.-1:00 p.m.

Dairy Seminar – “Food Economics and Consumer Choice: A Call to Action!”

12:30 p.m.-1:55 p.m.

General Ag Seminar – “Buy Local: Boon or Boondoggle?”

Hear the challenges facing growers who want to market crops outside of their local area, but are unable to secure buyers. California fresh fruit growers are finding themselves shut out of markets as east coast grocery chains source fruit grown locally. Jim Prevor, founder and editor of *Perishable Pundit* will discuss advantages and disadvantages of the “buy local” movement and how it has impacted sales. Prevor is widely recognized as a leader in understanding and assessing the state of the perishable food industries and analyzing prospects for retail and foodservice venues.

1:00 p.m.-2:00 p.m.

Beef Seminar – “Tax Strategies for Beef Producers”

Learn what corporate structuring options are available to beef producers and the benefits and disadvantages that come with each option. Tax strategist and CPA Robert A. Gunther with the Little Rock, AK-based firm of Frost, PLLC is a specialist in animal agriculture income tax planning and compliance. He is a veteran presenter on tax topics at agriculture forums across the nation. In this seminar he will also list tax benefits that are instantly available to beef producers. His presentation will be pertinent to all aspects of beef production including cow/calf operations, stockers and feedlot operations.

1:15 p.m.-2:30 p.m.

Dairy Seminar – Lunch, and “Surviving milk price wars: How can Dairies Make a Profit?”

A look at economic and financial conditions facing the dairy industry will be discussed by a panel of financial experts from Genske, Mulder & Co., a CPA firm that represents 12 percent of the nation's milk in 29 states.

2:00 p.m.-3:00 p.m.

General Ag Seminar – “Labor Law and Immigration: How will OSHA, ICE, DHS and Card Check Affect Your Bottom Line?”

Learn about basic labor compliance and management practices from C. Bryan Little, chief operating officer of Farm Employers Labor Service and Fresno labor law attorney Ron Barsamian. They will provide information on keeping your workforce content and how to deal with farm worker advocates and union organizers. Little serves as director of labor affairs for California Farm Bureau Federation and has extensive experience in government and agriculture. Barsamian represents agricultural employers before the National Labor Relations Board and Agricultural Labor Relations Board.

Thursday, Feb. 10

9:00 a.m.-10:00 a.m.

General Ag Seminar – “Labor Law for Farmers and Dealing with Enforcers”

Labor law compliance on the state and federal level will be explained by Farm Employers Labor Service's Bryan Little and attorney Ron Barsamian of Barsamian and Moody. Learn how to know when you are in compliance with the laws and your options if state or federal labor law enforcers come to your farm.

10:00 a.m.-10:20 a.m.

Irrigation Seminar – “Drip Irrigation and Water Savings: Hype vs Reality”

Examine some of the common beliefs and misconceptions about drip irrigation. In real world settings, experience has shown that drip irrigation does not always result in lower water use. Mark Hewitt of Rainbird will look at examples of drip irrigation's impact on water efficiency, yield and crop quality. He will also present two case studies to show actual on-farm results. In the first, a grower expects to lower water use with new drip system. Instead, he finds water use is 30 percent higher compared to irrigating with a big gun traveler system. However, his crop biomass and yields are up significantly. In the second, a grower installs drip on wine grapes and finds he can vary the amount of water depending on soil conditions within the vineyard, weather, age of vines and growth stage. Controlling the timing of water application over the growing season results in higher quality grapes.

10:15 a.m.-10:50 a.m.

World Ag Women Seminar – “Nutrition and Wellness Program”

Nutrition and wellness open the day's program. Presented by Evolutions Fitness Center in Tulare, the program will include information diet and exercise to benefit quality of life and longevity.

10:15 a.m.-11:15 a.m.

General Ag Seminar – “The Dynamics of Farming in California's Regulatory Environment”

Hear how California's agriculture industry can overcome challenges in the state's regulatory climate from California Farm Bureau President Paul Wenger and Rich Matteis, CFBF administrator. They will also present a look at what the future holds in California's regulatory environment.

10:30 a.m.-10:50 a.m.

Irrigation Seminar – “Grower Success Using Subsurface Drip Irrigation”

Field crop growers will learn how subsurface drip irrigation systems can increase their crop yields, uniformity and quality in addition to reduced fertilizer, water and energy use. Field accessibility is also improved compared to gravity and sprinkler systems. Inge Bisconer of Toro Micro-Irrigation will present specific examples of alfalfa, corn and cotton production using subsurface drip irrigation. According to Toro Micro-Irrigation, the increase in revenue, reduction in cost and improvement in convenience offsets the cost of adopting drip irrigation systems and in many cases has enabled continued production of crops in areas where water supplies are severely depleted or restricted or where gravity and sprinkler are deemed wasteful. Bisconer will also introduce support items for subsurface drip systems including the Toro Micro-Irrigation Owner's Manual, the Tape Irrigation Calculator and the Drip/Micro Payback Wizard.

10:45 a.m.-11:30 p.m.

Dairy Seminar – “The skinny on fatty acids”
Increase your understanding of fatty acids. Research shows the importance of individual fatty acids on rumen function and in reproduction. Nutritionist Jim Tully of Pine Creek

Nutrition will share practical information on balancing fatty acids to maximize milk production.

11:00 a.m.-11:20 a.m.

Irrigation Seminar – “Now Is the Time for Efficient Watering Systems”

Hear how increasing pump efficiency by only a few percentage points can quickly return your cost of investment in new equipment. Worn impellers and pumps along with inefficient motors need to be replaced. Van Bagdasarian of Grundfos will explain evaluation of the complete system, the use of larger diameter pipe in mains and laterals and how that will save energy and may increase the uniformity of the irrigation system. He will also look at the operating cost of the complete system.

11:00 a.m.-2:30 p.m.

Cooking Demonstrations

Demonstrations featuring chefs Kim Payne of Valhalla Restaurant in Visalia, Leilani Shimizu of Irwin Street Inn in Hanford, Shelly Wade of Gourmet Desserts and Wedding Cakes in Visalia, and Jonathan Evans of Jonathan's Mesquite Grill in Kingsburg.

11:30 a.m.-11:50 a.m.

Irrigation Seminar – “Filter Efficiency Translates to Water and Energy Savings”

Learn about the criteria for an optimum water filtration system. Randy Delenikos from Lakos will explain that the focus of a filtration system should not only be price and performance but should include pressure and water loss. Today's filter technology does provide options for operating at lower pressures, which can translate into significant cost savings in terms of pump horsepower and total kilowatt consumption to deliver a given flow of water. Delenikos will review filter options and the keys to energy cost improvements to reveal savings beyond traditional logic for design and operation.

11:30 a.m.-12:30 p.m.

General Ag Seminar – “Keep on Trucking: An update on CARB's truck diesel rule”

Hear an update on the California Air Resources Board's on-road diesel truck and bus rule from Cynthia Cory, CFBF director of environmental affairs. In October, CARB voted to drop a provision that some on-road diesel vehicles undergo annual smoke testing. Cory testified before the board that an annual smoke check amounted to excessive testing.

(continued on page W-26)

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Daily free seminars schedule

(continued from page W-25)

11:45 a.m.-12:00 p.m.

2011 Outstanding Dairy Industry Service Award presentations to Rob Vandenheuvel, general manager, Milk Producers Council and Syp Vander Dussen, MPC president

12:00 p.m.-12:20 p.m.

Irrigation Seminar – "Using Technology to Improve Irrigation Scheduling"

12:15 p.m.-1:30 p.m.

Dairy Seminar – "How do you do it? The next generation takes over the dairy"

Panelists will share stories of how their families have transitioned dairy management from one generation to the next. Learn how to execute the delicate act and make decisions that will keep your family working together. Moderator of this seminar will be Caroline Berry, founder of Next Step. Panelists will be Ben and Ken Curti, Lori Sousa Cardoza and Carl Sousa and Jody Graves.

12:30 p.m.-12:50 p.m.

Irrigation Seminar – "Simplified Irrigation Man-

agement Monitoring soil tension in real time"

A background in irrigation management technology will be presented by Jeremy Otto of Hortau. Learn how proper management of inputs such as water, fertilizer and pesticides can increase productivity.

12:45 p.m.-1:45 p.m.

General Ag Seminar – "Agricultural Equipment Safety"

Learn about common hazards associated with mobile farm equipment and how to train workers to operate your equipment safely. Speaker is Farm Employers Labor Service representative John Barrientos.

1:00 p.m.-1:20 p.m.

Irrigation Seminar – "On-farm Strategies for Deficit Irrigation to Maximize Operational Profit Potential"

Stephen Smith of Regenes Management Group will show that successful farming operations can continue when farmer sells or leases a portion of the land's water supply to a municipal or environmental interest. With less water available for crops a number of alternative practices come into play. They may include changes to cropping patterns, consideration of alternative crops, deficit irrigation, improved irrigation application efficiencies and improved management and moni-



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Forage Challenge attracts West's best hay growers

THE WEST'S best hay and forage growers are again competing for awards and cash prizes in the Forage Challenge contest. Winners will be announced on Tuesday and samples of the winning entries will be available for inspection during all three days of Expo.

The annual contest, sponsored by Mycogen Seeds, is open to growers in 11 Western states and is divided into three

Take a relaxing break at the Wine & Cheese Pavilion

TULARE and the San Joaquin Valley are famous for two agricultural products in particular that will be matched for visitors' tasting enjoyment at World Ag Expo: wine and cheese.

The Wine & Cheese Pavilion has quietly attracted a loyal following by visitors and exhibitors alike for the calm oasis it offers from the show's hectic pace. It is located south of the Dairy Center building and the outdoor dairy equipment displays. It is situated between the Top 10 New Products and Forage Challenge tent and the Seminars Center tent.

Tables, chairs and a quiet, relaxed atmosphere inside the Pavilion help recharge batteries and soothe sore feet. Plenty of wine and cheese samples help, too. Numerous wineries from California will be represented, including all three

toring using new technology.

1:30 p.m.-1:50 p.m.

Irrigation Seminar – “Turning Waste Into Revenue: The Role of Center Pivot Irrigation Solutions for Distributing Water and Other Alternative Sources”

Learn how turning water from feeding operations, municipal sanitary treatment facilities and other industrial processes into an agricultural resource a viable option. Center pivot systems are uniquely adaptable to a variety of conditions and make an excellent choice for alternative water sources. The session will provide an overview and examples of the board range of existing or emerging

applications.

2:00 p.m.-2:20 a.m.

Irrigation Seminar – “Overhead Mechanized Precision irrigation: A growing Revolution for California Agricultural Water Management”

Hear how overhead center pivot and linear irrigation systems are being reintroduced in California's Central Valley. Jeff Mitchell of the University of California Davis will explain how these systems enable automated, precise irrigation while reducing labor costs at the same time. They also permit considerable crop flexibility, particularly when they are coupled with conservation tillage approaches by growers.

2:00 p.m.-3:00 p.m.

General Ag Seminar – “What's in Store with the New Congress and How will Changes Affect California Agriculture?”

The outlook for trade, immigration, health care, climate change and farm bill legislation will be presented by California Farm Bureau Federation Manager of National Affairs Jack King. He will explore the direction of the new Congress and how changes will affect California agriculture.

2:30 p.m.-3:00 p.m.

Irrigation Seminar – “Precision Irrigation with Valley Variable Rate Irrigation”

Put your irrigation management decisions

into action for each management zone in the field to improve input allocations and efficiency. Jake LaRue of Valmont will explain how variable rate irrigation lowers production costs and potentially increases profits. The mechanized irrigation industry's first variable rate irrigation control is designed to match your pivot's water application depth to your specific soil type.

2:30 p.m.-3:30 p.m.

Cake and Ice Cream Social

categories: alfalfa hay, standard corn silage, and brown mid-rib corn silage. Winners are selected based upon lab analysis done at the University of California-Davis, plus visual observation by dairy nutrition and forage production experts.

“High quality forage is an important tool in our agriculturalist's toolbox,” said Lee Coito, 2011 World Ag Expo Chairman. “This challenge not only provides a competitive venue for our growers, but also provides an educational forum for those interested in learning how to grow higher quality forages.”

\$18,000 in prizes were awarded in the 2010 contest. The winners in each category were:

alfalfa hay:

Kellie Hinman
Lazy 2K Livestock
Wheatland, Wyoming

corn silage:

Keyy Callahan, 1 Royl Turf
Royal City, Washington

brown mid-rib silage:

Nelson Faria, Faria Dairy
Royal City, Washington

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– Berj Moosekian

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local wineries that will be visited during Wednesday's farm tour. A number of local cheese manufacturers will have their product on hand, and Budweiser will also offer tastings of its specialty beers.

The Wine & Cheese Pavilion has been expanded for the 2011 show and is open Tuesday from 9 a.m. to 4 p.m.; Wednesday from 9 to 2; and Thursday from 9 to 3. Coffee will be served in the mornings. Wine is \$4 per glass and includes samples of all cheeses on display.



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Kansas State University Dairy Day Report: Expeller Soybean Meal as a Source of Rumen Undegraded Protein for Lactating Dairy Cows

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A

ABS Global, Inc.
6500, 6501

ADA Enterprises
6022

ADM Alliance Nutrition
6738

APC, Inc.
6703, 6704

ARC Agriculture Resource Consulting
6436

ASI – Animal Supply International, Inc.
5112F, DS119

A/B Technologies International, Inc.
DS85

Accelerated Genetics
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Advanced Comfort Technology, Inc.
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Aerotech Ventilation Systems,
Munters Corporation
6038

Ag Processing, Inc./Amino Plus
6024

Ag-Bag, a Miller St. Nazianz, Inc. Co.
DS117, DS118

AgCareers.com
6007, 8008, 8011

Agpro, Inc.
DX7

Agra Key Solutions, LLC
6313

Agricultural Engineering Associates
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Agricultural Instruments Corporation
6100

Agri-King
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Agri-Plastics Manufacturing
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All West/Select Sires
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Alltech, Inc.
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American Dawn, Inc.
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American Jersey Cattle Association
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America's Alfalfa
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Andgar Corporation
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An-Fo Manufacturing Company
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Appleton Steel, Inc.
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Arm & Hammer Animal Nutrition
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Artex Barn Solutions
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Avery Weigh-Tronix
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B&C Technologies
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Baker Commodities, Inc.
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Bank of the West
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Barkley Seed, Inc.
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Bauer North America
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Bayer
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BECO Dairy Automation, Inc.
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Bello Calf Pens, Inc.
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Best Agri-Marketing, Inc.
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BioTech Associates Ltd., Inc.
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Bio-Vet, Inc.
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Boehringer Ingelheim Vetmedica, Inc.
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Borga, Inc. Metal Buildings & Comp.
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Burrows Enterprises, Inc.– Roto Grind
& Fisher Pumps
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CBM Electronics Lighting, Inc.
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Milk Pooling Branch
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California DHIA
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Cargill
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Central Valley Meat Company
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Commodities Plus, Inc.
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Community Recycling & Resource
Recovery, Inc.
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Conewango Products Corp.
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Connor Marketing
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DHI Computing Service, Inc.
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Daily show hours

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Wednesday – 9 a.m. to 5 p.m.
Thursday – 9 a.m. to 4 p.m.

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Esmilco, Inc.
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Essential Water Solutions, Inc.
DX44
Etco Marine, Inc.
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EXL Laboratories
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E-Zee NuPulse, Inc.
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F

FIL Agritech, LLC
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FSI Fabrication
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Fabra Dome
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FAN Separator USA, Inc.
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Farm Credit
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Feed Supervisor Systems
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Five G Consulting
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Fly Away Pest Control, Inc./Bird-Gard
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Genova Labs
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Genske, Mulder & Company, LLP,
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Geological Technics, Inc.
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Giant Rubber Water Tanks
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Global Animal Management, Inc.
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Green Freestall/Captein Bros.
Equipment
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Hatfield Manufacturing, Inc.
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DX21, DX22, DX23, DX24
High Plains Dairy Council
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Highmark Renewables Research
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Hilvers Construction/Dairy
Fabricating/Mobile Concrete Inc.
DX29, DX28, GS54

Daily show hours
Tuesday – 9 a.m. to 5 p.m.
Wednesday – 9 a.m. to 5 p.m.
Thursday – 9 a.m. to 4 p.m.

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Hoof Trimmers Association, Inc.
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Hoofbath Tender Systems, LLC
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Hotsy-Central CA
DS149
Hydro Engineering, Inc.
DS142
Hygieia Biological Laboratories
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I

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IDology
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IDEXX Laboratories
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IEC (Industrial Environmental
Concepts)
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Integrated Grain & Milling
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International Nutrition
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Intracare North America
6200
Iowa Area Development Group
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Iowa Corn Promotion Board
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ITW Reyflex North America
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J&D Manufacturing
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JD Heiskell & Company
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Jordan-Link & Company
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JOZ b.v.
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Kleen Test Products Corporation
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Knight, LLC – A Unit of IDEX Corp.
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Lextron Animal Health
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Loomix California
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Micro Dairy Logic
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MicroMist Systems
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Milker's Helpers
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Missouri Dairy Growth Council
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Moly Mfg., Inc./Silencer
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Morris Levin & Son-Hardware Store
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National Dairy Producers Organiztion
GS28 to GS48





DX booth numbers are located Dairy Center building (above, right)

The floor plan shows a central corridor with rooms on both sides. The rooms are labeled with numbers, and some are highlighted in yellow. The entrance and exit points are marked with arrows.

Rooms and Numbers:

- 6026, 6123, 6223, 6323, 6423, 6523, 6623, 6726
- 6027, 6124, 6224, 6324, 6424, 6524, 6624, 6727
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- 6047, 6747, 6748

Entrance/Exit Points:

- ENTRANCE/EXIT (top left)
- ENTRANCE/EXIT (top right)
- ENTRANCE/EXIT (bottom left)
- ENTRANCE/EXIT (bottom right)

Other Labels:

- RESTROOM (top left)
- RESTROOM (top right)
- Secured Storage (top right)
- World Ag Expo Office (center)



ed against the outside of Tulare
ght).

DS booth numbers are located outside and a way from the
Tulare Dairy Center building (above, right).

**Highlighted exhibitors have
advertisements in this supplement**

ENTRANCE/EXIT										ENTRANCE/EXIT															
6000	6001	6002	6003	6004	6005						6006	6007	6008	6009	6010	6011	6012	6013	6014	6015	6016	6017	6018		
6100	6101	6102	6103	6104	6105	6106	6107	6108	6109	6110	6111	6112	6113	6114	6115						6116	6117	6118	6119	6120
6200	6201	6202	6203	6204	6205	6206	6207	6208	6209	6210	6211	6212	6213	6214	6215						6216	6217	6218	6219	6220
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6400	6401	6402	6403	6404	6405	6406	6407	6408	6409	6410	6411	6412	6413	6414	6415						6416	6417	6418	6419	6420
6500	6501	6502	6503	6504	6505	6506	6507	6508	6509	6510	6511	6512	6513	6514	6515						6516	6517	6518	6519	6520
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6900	6901	6902	6903	6904	6905	6906	6907	6908	6909	6910	6911	6912	6913	6914	6915						6916	6917	6918	6919	6920
7000	7001	7002	7003	7004	7005	7006	7007	7008	7009	7010	7011	7012	7013	7014	7015						7016	7017	7018	7019	7020
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ENTRANCE/EXIT										ENTRANCE/EXIT															
7500	7501	7502	7503	7504	7505	7506	7507	7508	7509	7510	7511	7512	7513	7514	7515	7516	7517	7518	7519	7520	7521	7522	7523	7524	
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7600	7601	7602	7603	7604	7605	7606	7607	7608	7609	7610	7611	7612	7613	7614	7615	7616	7617	7618	7619	7620	7621	7622	7623	7624	
ENTRANCE/EXIT										ENTRANCE/EXIT															
7700	7701	7702	7703	7704	7705	7706	7707	7708	7709	7710	7711	7712	7713	7714	7715	7716	7717	7718	7719	7720	7721	7722	7723	7724	
ENTRANCE/EXIT										ENTRANCE/EXIT															
7800	7801	7802	7803	7804	7805	7806	7807	7808	7809	7810	7811	7812	7813	7814	7815	7816	7817	7818	7819	7820	7821	7822	7823	7824	
ENTRANCE/EXIT										ENTRANCE/EXIT															
7900	7901	7902	7903	7904	7905	7906	7907	7908	7909	7910	7911	7912	7913	7914	7915	7916	7917	7918	7919	7920	7921	7922	7923	7924	
ENTRANCE/EXIT										ENTRANCE/EXIT															
8000	8001	8002	8003	8004	8005	8006	8007	8008	8009	8010	8011	8012	8013	8014	8015	8016	8017	8018	8019	8020	8021	8022	8023	8024	
ENTRANCE/EXIT										ENTRANCE/EXIT															
8100	8101	8102	8103	8104	8105	8106	8107	8108	8109	8110	8111	8112	8113	8114	8115						8116	8117	8118	8119	8120
8200	8201	8202	8203	8204	8205	8206	8207	8208	8209	8210	8211	8212	8213	8214	8215						8216	8217	8218	8219	8220
8300	8301	8302	8303	8304	8305	8306	8307	8308	8309	8310	8311	8312	8313	8314	8315						8316	8317	8318	8319	8320
8400	8401	8402	8403	8404	8405	8406	8407	8408	8409	8410	8411	8412	8413	8414	8415						8416	8417	8418	8419	8420
8500	8501	8502	8503	8504	8505	8506	8507	8508	8509	8510	8511	8512	8513	8514	8515						8516	8517	8518	8519	8520
8600	8601	8602	8603	8604	8605	8606	8607	8608	8609	8610	8611	8612	8613	8614	8615						8616	8617	8618	8619	8620
8700	8701	8702	8703	8704	8705						8706	8707	8708	8709	8710	8711	8712	8713	8714	8715	8716	8717	8718	8719	
ENTRANCE/EXIT										ENTRANCE/EXIT															
8800	8801	8802	8803	8804	8805	8806	8807	8808	8809	8810	8811	8812	8813	8814	8815						8816	8817	8818	8819	8820
8900	8901	8902	8903	8904	8905	8906	8907	8908	8909	8910	8911	8912	8913	8914	8915						8916	8917	8918	8919	8920
9000	9001	9002	9003	9004	9005	9006	9007	9008	9009	9010	9011	9012	9013	9014	9015						9016	9017	9018	9019	9020
ENTRANCE/EXIT										ENTRANCE/EXIT															
9100	9101	9102	9103	9104	9105	9106	9107	9108	9109	9110	9111	9112	9113	9114	9115						9116	9117	9118	9119	9120
9200	9201	9202	9203	9204	9205	9206	9207	9208	9209	9210	9211	9212	9213	9214	9215						9216	9217	9218	9219	9220
9300	9301	9302	9303	9304	9305	9306	9307	9308	9309	9310	9311	9312	9313	9314	9315						9316	9317	9318	9319	9320
9400	9401	9402	9403	9404	9405	9406	9407	9408	9409	9410	9411	9412	9413	9414	9415						9416	9417	9418	9419	9420
9500	9501	9502	9503	9504	9505	9506	9507	9508	9509	9510	9511	9512	9513	9514	9515						9516	9517	9518	9519	9520
9600	9601	9602	9603	9604	9605	9606	9607	9608	9609	9610	9611	9612	9613	9614	9615						9616	9617	9618	9619	9620
9700	9701	9702	9703	9704	9705						9706	9707	9708	9709	9710	9711	9712	9713	9714	9715	9716	9717	9718	9719	
ENTRANCE/EXIT										ENTRANCE/EXIT															
9800	9801	9802	9803	9804	9805	9806	9807	9808	9809	9810	9811	9812	9813	9814	9815						9816	9817	9818	9819	9820
9900	9901	9902	9903	9904	9905	9906	9907	9908	9909	9910	9911	9912	9913	9914	9915						9916	9917	9918	9919	9920
ENTRANCE/EXIT										ENTRANCE/EXIT															
10000	10001	10002	10003	10004	10005	10006	10007	10008	10009	10010	10011	10012	10013	10014	10015						10016	10017	10018	10019	10020
10100	10101	10102	10103	10104	10105	10106	10107	10108	10109	10110	10111	10112	10113	10114	10115						10116	10117	10118	10119	10120
10200	10201	10202	10203	10204	10205	10206	10207	10208	10209	10210	10211	10212	10213	10214	10215						10216	10217	10218	10219	10220
10300	10301	10302	10303	10304	10305	10306	10307	10308	10309	10310	10311	10312	10313	10314	10315						10316	10317	10318	10319	10320
10400	10401	10402	10403	10404	10405	10406	10407	10408	10409	10410	10411	10412	10413	10414	10415						10416	10417	10418	10419	10420
10500	10501	10502	10503	10504	10505	10506	10507	10508	10509	10510	10511	10512	10513	10514	10515						10516	10517	10518	10519	10520
10600	10601	10602	10603	10604	10605	10606	10607	10608	10609	10610	10611	10612	10613	10614	10615						10616	10617	10618	10619	10620
10700	10701	10702	10703	10704	10705						10706	10707	10708	10709	10710	10711	10712	10713	10714	10715	10716	10717	10718	10719	
ENTRANCE/EXIT										ENTRANCE/EXIT															
10800	10801	10802	10803	10804	10805	10806	10807	10808	10809	10810	10811	10812	10813	10814	10815						10816	10817	10818	10819	10820
10900	10901	10902	10903	10904	10905	10906	10907	10908	10909	10910	10911	10912	10913	10914	10915						10916	10917	10918	10919	10920
11000	11001	11002	11003	11004	11005	11006	11007	11008	11009	11010	11011	11012	11013	11014	11015						11016	11017	11018	11019	11020
ENTRANCE/EXIT										ENTRANCE/EXIT															
11100	11101	11102	11103	11104	11105	11106	11107	11108	11109	11110	11111	11112	11113	11114	11115						11116	11117	11118	11119	11120
11200	11201	11202	11203	11204	11205	11206	11207	11208	11209	11210	11211	11212	11213	11214	11215						11216	11217	11218	11219	11220
11300	11301	11302	11303	11304	11305	11306	11307	11308	11309	11310	11311	11312	11313	11314	11315						11316	11317	11318	11319	11320
11400	11401	11402	11403	11404	11405	11406	11407	11408	11409	11410	11411	11412	11413	11414	11415						11416	11417	11418	11419	11420
11500	11501	11502	11503	11504	11505	11506	11507	11508	11509	11510	11511	11512	11513	11514	11515						11516	11517	11518	11519	11520
11600																									

Neogen Corporation
6438
Nielsen Industries
DX4, DX5
NK Alfalfa
6516, 6517
North Dakota Dairy Coalition
6226
North West Rubber
6000
Novartis Animal Health U.S., Inc.
6016, 6017
Novus International, Inc.
6338, 6339
Nuform Building Technologies, Inc.
6117, 6118
Nuhn Industries
DS145
Nunes Appliances
6003
Nutriad
6714
Nutrition Physiology Company, LLC
6607
Nutrius, LLC
6136, 6137

O

Orion Energy Systems
6507, 6508
Osborn & Barr Communications
DX39, DX40

P

PBI Ross-Holm
DS89
Parkson Corporation
6711
Paul Mueller Company
DS79, DS80
Pearson Realty
6742
Penny Newman Grain Company
6228
Penta TMR, Incorporated
GS56
Pfizer Animal Health
6324, 6325, 6326, 6327,
6424, 6425, 6426, 6427
Pioneer Hi-Bred/Cal-Agro Seed Co.
6041, 6042
Poly Excel LLC/Nurturite
6133
Polytank, Inc.
DS115
PortaCheck, Inc.
6306
Prima Tech USA
6212, 6213
Prime Metal Buildings & Design
DS111
Producer's Choice Seed
6112, 6113
Provost and Pritchard Eng. Group
6605

Q

Quali Tech Animal Nutrition, Inc.
6141
Quality Machinery Center/Loewen Mfg.
DS121, DS129

R

RCM International, LLC
6318
RJ Ag, LLC
DS146
RJB Company
6626
RaboBank, N.A.
6119, 6120
Realize Natural Nutrition
DX32
Redwood Metal Works
GS39

Daily show hours
Tuesday – 9 a.m. to 5 p.m.
Wednesday – 9 a.m. to 5 p.m.
Thursday – 9 a.m. to 4 p.m.

Rice Dairy LLC
DX31
Riley Built, Inc.
GS60
Rite in the Rain
6804
Riverview, LLP
DS98
Roll-O-Matic Curtains
6404, 6405
Rostech Electronics
6331
Roto-Mix
L26
Ruan
6418

S

SMA (Southern Marketing Agency)
6315
Sanstrom Scale Construction, Inc.
6616, 6617
Savery USA LLC
DX25
Schaefer Ventilation Equipment
DS65
Scherer Design Engineering, Inc.
6025
Schuil & Associates, Inc.
6642
Schuler Mfg. & Equipment Co., Inc.
GS57
Schwartz Manufacturing Company
6902
Semex
6413, 6414, 6415
Sexing Technologies
6538, 6539
Sierra Desert Breeders, Inc.
6705
Sikkema's Equipment
DX1
Silveus Insurance
Pavillion C- 3301, 3302
South Dakota Department of

Agriculture
6206, 6207
Southern California Edison Company
6138, 6139, 6140, L40
SoyBest/Grain States Soya, Inc.
6428, 6429
Soyplus/Soychlor
6641
Spalding Fly Predators
6533
Specialized Dairy Service, Inc.
6403
Structures Plus, Inc.
DS69, DS70, DS83, DS84
Sundown Cow Magnets
6028
Supreme International Limited
DS137
Syngenta Seeds, Inc.
6229
SyrVet, Inc.
6214

T

Tandem Products, Inc.
6412
TechMix, Inc.
6321
Temple Tag
6514
TENXSYS
6239
The Coburn Company, Inc.
6509, 6510, 6511, 6609, 6610, 6611
The High Ground of Texas
6316, 6317
The Ranch Company, Inc.
6627
The Source Group
6036
T-HEXX Animal Health, Hydromer, Inc.
6009, NP207
Tidenberg's Welding & Repair, Inc.
DS97
Top Gun Enzyme & Microbial

6142
Trail King Industries, Inc.
GS58, GS59
Trioliet Mullos USA, LLC
DS143
Tru-Test
6230
Turner, Inc.
DS107

U

U.C. Davis Vet Medicine Teaching & Research Center
6014
U.S. Farm Systems
DS122
Udder Health Systems, Inc.
6314
Udder Tech, Inc.
6724
UTS Residual Processing, LLC
DX38

V

VSI
6322, 6323
Valley Agricultural Software, Inc.
6307
Van Beek Natural Science
6234, 6235
Van Dyk & Associates
6401
Vance Dairy Construction
6636
Vandenberg Manufacturing Co., Inc.
DS103
Vaughan Company, Inc.
6329, 6330
Vettec, Inc.
6603
VI-COR
6004, 6005
Virtus Nutrition LLC
6101
Vogelsang USA
6505

W

Walco International
6906, 6907
Walker Group Holdings LLC
(Walker Stainless Eqpt. Co.)
DS132
Warren & Baerg Manufacturing, Inc.
DS71
Western Cow Comfort
DX8, DX9
Western DairyBusiness/
DairyBusiness Communications
6021
Western Milling Quality Feeds
6227
Western United Dairyman
6332
Western Yeast Company
6532
Westway Feed Products
6201, 6202
WKREDA – Western Kansas Rural Economic Development Alliance
6519, 6520
W-L Research
6604
World Ag Expo Seminars
GS23A, GS23B, GS23C
World Ag Expo Wine & Cheese Pavilion
GS22

X-Y-Z

Y-Tex Corporation
6128
Zenith Insurance Company
1128, 1129, 6106, 6107
Zinpro Performance Minerals
6114, 6115



FOCUSING ON MILK QUALITY: GOALS IN A GLOBAL MARKETPLACE

WORLD AG EXPO PANEL

Wednesday, Feb. 9, 2011
10:45 a.m. to 11:45 a.m.

Seminar Complex in the southeast corner of the show grounds

Gain varying perspectives from industry professionals.



Christopher Jongsma

Dairy producer,
South Creek Dairy



Nicole Ekblom, DVM

Atwater Merced
Veterinary Clinic



Shawna Morris

Vice President,
Trade Policy, U.S. Dairy
Export Council®



Jim Sleper

Director,
Milk Supply,
Land O' Lakes

milk**Quality**focus

Dairy Wellness Makes a Difference™



Animal Health

www.milkqualityfocus.com



Salmonella Newport can be everywhere. Now protection is, too.

The prevalence of *Salmonella* is on the rise,¹ and all dairies may be at risk of infection. Salmonella Newport Bacterial Extract vaccine* with SRP® technology, now available from Pfizer Animal Health, can help prevent production setbacks² due to undetectable symptoms of subclinical salmonellosis. Contact your Pfizer Animal Health representative to learn more.



*The product license is conditional. Efficacy and potency studies in progress.

¹National Animal Health Monitoring System. APHIS Info Sheet, July 2009, #N562.0709.

²Hermesch DR, Thomson DU, Loneragan GH, Renter DR, White BJ. Effects of a commercially available vaccine against *Salmonella* enterica serotype Newport on milk production, somatic cell count, and shedding of *Salmonella* organisms in female dairy cattle with no clinical signs of salmonellosis. *AJVR* 2008;69(9):1229-1234.

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