

WORLD AG EXPO

Dairy Profit Seminars raise issues for discussion & honor industry leaders

TULARE, Calif. – The dairy seminar sessions at World Ag Expo will be held at the newly fashioned **Seminar Center** located in the expansion area of the show grounds at R Street and Expo Lane, south of the huge Farm Credit Dairy Center that anchors the southeast corner of Expo’s footprint.

The seminar program gets underway each day at 11 a.m. and concludes by 2:30 p.m. most days. Schedule follows:

TUESDAY, FEB. 9

11 a.m. – “What air and water issues will dairymen face in 2010?” **Cynthia Cory**, director of environmental affairs for the California Farm Bureau Federation, and **Paul Martin**, director of environmental services, Western United Dairymen, will provide an



Cory



Martin

update on new air and water quality regulations and compliance requirements. Everything from diesel engine restrictions to lagoon and wastewater management regulations will be discussed.

11:45 a.m. – 2010

Outstanding Dairy Industry Educator/Researcher Award Presentation – **Dr. Ellen Jordan**, Texas A&M University.

12 p.m. Dairy Management Inc., Producer Report

12:15 p.m. LUNCH – “Supply Management: Is it the answer?” Panel members include: **Doug Maddox**, Holstein USA, moderator; **Syp**



Jordan

Vander Dussen, president, Milk Producers Council; **Gary Genske**, Genske Mulder & Co; and **Marvin Hoekema**, founder and president, Dairy Decisions Consulting.

1:15 p.m. – “Ag Lending – Financing



Maddox



Vander Dussen



Genske



Hoekema

Availability,” A panel of financial experts will talk about one of the biggest concerns for dairy producers in these hard economic times. The panel will include **Doug Berg**, Farm Credit West;



Berg



Haynes



Ellsworth

Marc Ehlers, regional vice president, Bank of the West; and **Sean Haynes**, Rabobank. **John Ellsworth** of Success Strategies is the moderator.

WEDNESDAY, FEB. 10

11 a.m. – “Cost Effectiveness of Feed Additives.” **Mary Beth de Ondarza**, **Paradox Nutrition**. With today’s tight dairy margins, we need a good return on investment

on all diet ingredients. How do we gather and evaluate research on additives? Do ration parameters, environment and management affect responses? Once an additive is in a diet, how do we know it worked?



de Ondarza

And finally, how do we know an additive is still needed after six months? **Lallemand Animal Nutrition** sponsors **Mary Beth de Ondarza’s** presentation.

11:45 a.m. – 2010 Outstanding Dairy Producer of the Year, **Carrol Campbell**, Winfield, Kan.



Campbell

12 p.m. – Dairy Management Inc., Producer Report

12:15 p.m. LUNCH – “Preserving Animal Agriculture.” **Trent Loos**, well known advocate for agriculture, will be sponsored by **Pfizer Animal Health**.



Loos

1:15 p.m. – “Is There Light at the End of

RUBES® By Leigh Rubin



Just one look at his mother’s meat thermometer and Clyde miraculously felt well enough to go to school.

the Tunnel?” **Genske, Mulder & Co.** presents a panel of financial experts who will share their insight concerning the extreme milk market volatility dairy producers experienced this past year.

THURSDAY, FEB. 11

11 a.m. – “Are wage and hour issues getting you in trouble?”

Anthony Raimondo, McCormick Barstow LLP, will zero in on key wage and hour issues that often cause dairy producers problems if they don’t make them a priority.



Raimondo

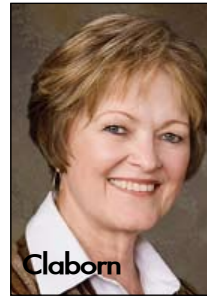
11:45 a.m. – 2010 Outstanding Dairy Industry Development Award, **Lorie Vincent** (High Ground of Texas) and **Janet Buckley Claborn** (Muleshoe Economic Development.)

12 p.m. – Dairy Management Inc., Producer Report

12:15 p.m. LUNCH – “Challenges and rewards for making your own cheese.” Artisan/Farmstead Cheese Panel – **John Fiscalini**



Vincent



Claborn



Boersma



Peterson

(Fiscalini Farms), **Marisa Simoes** (Three Sisters Farmstead Cheese), **Bill Boersma** (Bravo Farms); and moderator **Harold Peterson**, director, California Milk Advisory Board. With the dramatic expansion of the farmstead and artisan cheese industry in California, these three cheese makers are reaping

the benefits of producing excellent cheeses from their own dairy operations. Value added products offer vertical integration in their dairies.

1:15 p.m. – Cheese tasting featuring cheeses from **Fiscalini Farms, Three Sisters Farmstead Cheese, and Bravo Farms.**

2 p.m. – Drawing for Western DairyBusiness giveaway of a 7-day cruise to the Mexican Riviera through **Cruise Experts**. Some lucky dairy producer will with this exciting trip. p



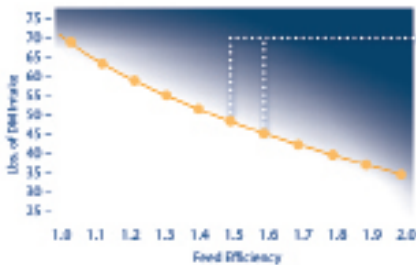
Fiscalini



Simoes

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