



# INTERNATIONAL DAIRY WEEK

## MEDIA KIT

Sunday 16<sup>th</sup> – Friday 21<sup>st</sup> January 2011



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# INTRODUCTION

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International Dairy Week (IDW) is the largest annual dairy cattle show and sale in the Southern Hemisphere and is amongst the top five shows in the world.

It is indisputably the most prestigious event in the dairy industry, showcasing the best quality dairy cattle to over 6,000 visitors from every state in Australia and over 20 countries internationally. The event showcases the best from Australia's dairy breeds including Holstein, Jersey, Illawarra, Brown Swiss, Ayrshire and Guernsey.

IDW is extremely proud to promote the dairy industry to the world, an activity which provides an invaluable opportunity to highlight the magnitude of the industry internationally, and showcase the array of quality cattle that is unprecedented by any other event in Australia.

## THE VENUE

The event is held in Tatura, Victoria in the heart of Australia's dairying area and is located two hours drive from Melbourne International Airport. The state-of-the-art undercover facilities were developed by local and state government support. The Tatura showgrounds provide a fitting environment for the event.

Within the 80 meter long and 40 meter wide 'Blackmore & Leslie Events Complex', wonderful display areas are set up along side the showing ring to exhibit the latest genetics, farming tools, innovations and industry experts. The exhibits all add colour and atmosphere to the event, with many local and international visitors able to watch the judging from these display areas.

## SHOWING & SALES

IDW provides a promotional showcase of Australia's best quality dairy cattle, including Holstein, Jersey, Illawarra, Brown Swiss, Guernsey and Ayrshire. Spectators are exposed to the highest quality cattle unprecedented by any other event in Australia. The top awards are fiercely coveted and provide breeders with a benchmark for excellence in the industry.

IDW is proud to have Australia's most successful auctioneer Brian Leslie wielding the hammer at four major night-time auctions. Sales include the Coloured Breeds on Tuesday night, the Semex Holstein Spectacular on Wednesday night and, the Summer Selection Sale hosted by Dairy Livestock Services on Friday (Shepparton Selling Centre 11:30am).

## YOUTH EVENTS

Preparing the cattle for showing at IDW can be a time consuming task. The responsibility however, does not always fall directly on the grown-ups. More often than not, the entire family works to ensure the cattle are ready for the show ring. This family involvement has led to a number of youth events being held at IDW on Sunday and Monday, in which the younger members of the family can show that they have the skills to become the farmers of the future.

# 2011 PROGRAM

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## SUNDAY January 16

- 10:00 am Non-denominational Church Service
- 11:30 am Youth Clinic

## MONDAY January 17

- 9:00 am Ruralco/ABS Australia All Breeds National Youth Show  
*Judge: Mr. Paul Trapp (USA)*
- 2.30 pm Youth Showmanship Classes
- 3:00 pm Holstein Australia Victoria Youth Challenge Trials
- 5.30 pm Murray Dairy Youth BBQ – Wilson Hall - Free

## TUESDAY January 18

- 9:00 am National Illawarra Feature Show  
*Judge: Mr. Roger Turner (CAN)*  
National Ayrshire Feature Show  
*Judge: Mrs. Mary Creek (USA)*
- 11.30 am Industry Information forum  
*Guest Speaker – Ballantyne Centre – Free entry*  
*Mr Ian Halliday – Managing Director, Dairy Australia*
- 1:00 pm National Guernsey Feature Show  
*Judge: Mr. Pat Nicholson (AUS)*  
National Brown Swiss Feature Show  
*Judge: Dr. Kenny Joe Manion (USA)*
- 6:30 pm International Dairy Week Elite Protein Sale  
International Dairy Week Jersey Showcase Sale
- 7:30 pm NHIA International Dinner – Cellar 47, High Street, Shepparton.

## WEDNESDAY January 19

- 9:00 am National Jersey Feature Show – class 1 to 7  
*Judge: Mr. Jeff Ziegler (USA)*
- 12.30 pm Judging of Jersey Australia Futurity Class  
*Judge: Mr. Brian Wilson (AUS)*
- 1:00 pm National Jersey Feature Show – Class 8 on
- 6.30 pm Guest Performer: Lee Kernaghan
- 7.00 pm Charity Auction for the Aussie Helpers' Childrens Fund  
Hosted by Semex & Ruralco Holdings
- 7:30 pm International Dairy Week Semex Spectacular Sale - Hosted by Semex P/L

## THURSDAY January 20

- 9:00 am National Holstein Feature Show – class 1 to 8  
*Judge: Mr. Brian Leslie (AUS)*
- 1:00 pm National Holstein Feature Show – begin class 9
- 5.00 pm Grand Champion Presentations

## FRIDAY January 21

- 11:30 am International Dairy Week Summer Selection Sale  
Hosted by Dairy Livestock Services at the Shepparton Civic Centre

# FEATURE STORIES

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## TATURA IN JANUARY WILL BE THE FOCUS OF THE DAIRY INDUSTRY

International Dairy Week, in its 20<sup>th</sup> year, will be conducted between Monday 17th to Thursday 20th of January 2011.

Tremendous entries have been received for the show, however organisers have this year also focused on increasing commercial exhibitors in the effort to attract a greater spectrum of dairyfarmers and provide a greater field day focus to the event.

2011 will see three new genetic sales companies attending the event with two coming from the US and Canada. Genetics Australia will also be among these, back at the event after three years. All the major breed societies will also be represented.

Organisers are thrilled with a number of machinery exhibits, rubber manufacturers and irrigation suppliers attending the event. Robyn Barber, IDW Event Manager, says it is pleasing that so many trade exhibitors are focusing on the region's dairy industry. She says that given The Stanhope Field Days are no longer operating we have received feedback wanting a more commercial dairy focus. It is great that companies like Wyblast Abrasive Blasting, EastFix Rubber Products, AgrowPlow, Daviesway and FarmTech are supporting the event with Keenans and BWR Machinery returning from last year.

A large focus will also be on health and nutrition with companies such as Monds & Affleck, Rivalea Australia and Pfizer attending. We are also pleased to welcome WorkSafe who will be conducting free health checks.

The 2011 event will have an outstanding selection of cows being judged across the four days, but we are hoping the local dairying families will attend the free entry event 'just to have a look' at innovative and quality information and displays being exhibited by 46 companies from around Australia, the US and Canada.

A record number of exhibitors will be on site both in the show shed and outside with key industry representatives manning each exhibit. We encourage you to visit and move around these displays.

Trade exhibitors and sponsors of IDW in 2011 include:

<b>Genetics &amp; Breeding</b> — Semex Pty Ltd — ALTA Genetics — Viking Genetics — World Wide Sires — ABS Australia — Agri Gene — BOS Trading — IVP International — Hays Genetics Int — Genetics Australia — Total Livestock Genetics — US Livestock Genetics Export Inc	<b>Breed Societies</b> — Holstein Australia — Brown Swiss Cattle Breeders of Australia —The Illawarra Society — Jersey Australia — Central Sires Co-op Ltd	<b>Livestock Marketing</b> — Global Livestock Marketing — Dairy Livestock Services — Ruralco Holdings  <b>Nutrition &amp; Fertiliser</b> — Fellowes Bulk Transport — Monds & Affleck — Rivalea Australia — JEFO Australia — Neura Nutrition — Performance Probiotics — Megalac — Pfizer Animal Health	<b>Machinery</b> — Daviesway Dairy Equipment — Keenan Pty Ltd — Farm Tech Machinery — Wyblast Abrasive Blasting — BWR Machinery — AgrowPlow — Easyfix RubberProducts	<b>Other</b> — WorkSafe Victoria — WaterNet — CowBank Pty Ltd — Murray Dairy Aust. — Tatura Milk Industries —The Australian Dairyfarmer — NAB Agribusiness — Farmwest Services — Telstra Country Wide — Bourke Hire — Country Comfort, Shepparton — Quest Apartments —The RodneyMotor Inn — Goulburn MurrayWater — Tatura & Goulburn Valley Ag & Hort Society — Crazy Cow — Country News
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Robyn Barber, Event Manager is pleased to report that 'IDW has again received very strong entries with over 1,175 entries across all four days of showing'. We are thrilled to have exhibitors coming from a wide variety of dairy regions across Australia with 45 Exhibitors travelling north from NSW, 4 from Queensland, 18 from SA, 3 from Tasmania and 109 from Victoria. 'Also a tremendous result in the number of entries for The Youth Show so it is pleasing to see the next generation wanting to be involved' Robyn commented.

## FEATURE STORIES (CONT.)

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### AMERICAN DAIRY GROUP VISIT IDW

U.S. Livestock Genetics Export, Inc. (USLGE) is pleased to participate in the 20<sup>th</sup> anniversary celebration of International Dairy Week.

The U.S.A. is the source of global excellence in Ayrshire, Brown Swiss, Guernsey, Holstein, Jersey, Milking Shorthorn, and Red & White genetics. During IDW, visit with representatives of all seven U.S. dairy breed registry societies about their breed improvement services and leading lines in proven male and female genetics. Also, enter your name in the drawing for the limited edition poster of the new “Foster Mothers of the Human Race” painting featuring 24 significant dairy history events, provided by *Hoard’s Dairyman*.

USLGE is your first stop to secure seedstock and embryos to your specifications from the U.S.A. Whatever your needs, USLGE makes the selection process easier and more productive. For additional information, contact

#### **U.S. Livestock Genetics Export, Inc.**

413 N. Broadway, Suite C, Salem, IL 62881 U.S.A.

Phone: +1 618-548-9154

E-mail: [uslge@uslge.org](mailto:uslge@uslge.org)

or visit the web site of these USLGE members:

Ayrshire Breeders’ Association, founded 1875, [www.usayrshire.com](http://www.usayrshire.com);

Brown Swiss Cattle Breeders’ Association, founded 1880, [www.brownswissusa.org](http://www.brownswissusa.org);

American Guernsey Association, Inc., founded 1877, [www.usjersey.com](http://www.usjersey.com)

Holstein Association U.S.A., founded, 1885, [www.holsteinusa.com](http://www.holsteinusa.com)

American Jersey Cattle Association, founded 1868, [www.usjersey.com](http://www.usjersey.com)

American Milking Shorthorn Society, founded 1948, [www.milkingshorthorn.com](http://www.milkingshorthorn.com)

Red & White Dairy Cattle Association, founded 1964, [www.redandwhitecattle.com](http://www.redandwhitecattle.com)

Visiting representatives are:

Name	Breed
Mary and Mike Creek, Maryland	Ayrshire
Lucas Ayars, Ohio	Guernsey
Stephanie Stout, R&WDCA	Red & White
Darren & Heather Carlstrom	Red & White
Kristin Paul, AJCA Field Service Director	Jersey
Brian and Trish Pederson, Minnesota	Milking Shorthorn

## FEATURE STORIES (CONT.)

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### **IDW SUPPORTS THE AUSSIE HELPERS CHILDREN'S FUND**

The Aussie Helpers Children's Fund provides support and resources to disadvantaged kids living in rural, remote and regional areas in Australia.

Ruralco and 2008 Australian of the Year, Lee Kernaghan have announced the formation of a strategic alliance to help disadvantaged children in rural Australia.

Aussie Helpers Children's Fund is an extension of the self-funded, volunteer organisation, Aussie Helpers, of which Lee is the patron. Lee has campaigned strongly since becoming involved with the organisation in 2006 to raise awareness of the social, financial and emotional consequences that one of the worst droughts on record has had on rural communities.

Through his involvement with rural families, Lee identified a need for greater assistance for disadvantaged kids living in rural and regional areas. He said support and resources are required across:

- Education
- Sporting equipment
- Musical equipment
- Computers and books
- Career assistance
- Medical assistance
- Scholarships for sport, music, education, etc



Lee put steps in place for the establishment of Aussie Helpers Children's Fund and his vision was realised when Ruralco became a major contributor to the Fund. A percentage of the profits of Ruralco's newly launched OSKA™ Professional tool range will go to the Fund.

With thanks to Ruralco and Semex, Lee Kernaghan will sing at 6.30 pm and then Dairy Livestock Services on behalf of Ruralco Holdings and Semex will conduct a charity auction at 7.00 pm on the Wednesday to raise money for the fund.

## FEATURE STORIES (CONT.)

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### IDW HOST JERSEY AUSTRALIA FUTURITY FOR FIRST TIME

The idea of running a Futurity Class or the likes thereof, have been around for a short while, but where to hold one?

As a guest at a Jersey Australia Board Meeting, Brian Leslie suggested organizing and holding something like a Futurity. The challenge was taken up and plans put into action to organize one.

The concept being:

- A Breeder/Exhibitor nominates a calf or as many calves as they wish, with the purpose of showing them as a 3 yr old cow.
- To keep their nomination active, the heifers need to be re-nominated each year....as a yearling, 2yr old up to 3 yr old.
- If the nomination lapses, fees not in on time, then that is it! No re-imburement!
- Each time they re-nominate, the fees go into a prize pool, like a sweep-stake.
- All the paper work goes through Jersey Australia office with the showing as part of IDW.

It has the potential to become the highest prize money Class in Australia.

This being the Inaugural year, it will go straight to a 3 year old Class rather than waiting four years for calves to come up through the system. Judging on this occasion will be Mr. Brian Wilson of the Shirlinn Stud, NSW.

The Futurity challenges breeders in their ability to assess a calf in anticipation of what she may be like as a 3 yr old cow.

For more information contact Chris MacKenzie on 0447 736 179.

# JUDGES PROFILES

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## NATIONAL AYRSHIRE FEATURE SHOW



Mary Creek is an owner of Palmyra Farm, Hagerstown, Maryland USA along with her husband, Mike and brother and sister-in-law, Ralph and Terrie Shank. The farm milks 125 registered Ayrshires and 50 Holstein females and raises an equal number of young stock. The herd is fed a TMR and is housed in a free-stall system. Palmyra Farm has bred over 98 All-American nominations with over 44 All-American winners. They have been Premiere Breeder at the Central National Ayrshire Show at World Dairy Expo for the last 7 consecutive years and Premiere Exhibitor five times. The Ayrshires have won four French Production Trophies and five Constructive Breeder Awards. The Holsteins have earned five Progressive Breeder recognitions. There have been 59 Ayrshire and 8 Holstein bulls AI sampled worldwide and embryos exported to 9 different countries.

Mary has judged over 100 shows from small local youth competitions to state regional and national shows. She began judging with the 4-H youth program and continued to train during college. In 1989 she was the first woman to judge a national level show of any breed in the US when she judged the US Eastern National Show. She has also officiated at the Southern National Ayrshire Show and the Eastern National Milking Shorthorn Show. She has judged the All-

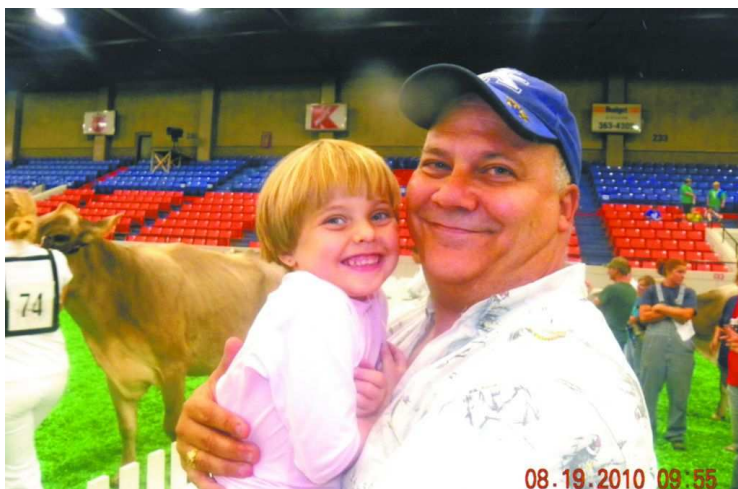
American contests for Ayrshires, Milking Shorthorns and Guernseys as well as the Australian Ayrshire Photo Contest and was the first woman to be an official for the Hoard's Dairyman Magazine judging contest. Mary has judged shows in South Africa and Finland also

Mary is a board member for the US Ayrshire Breeders Association and chair of the International Marketing Committee. She just began a term as president of the US National Dairy Shrine. She volunteers with the 4-H youth program and coached the judging teams for many years and works with the National Intercollegiate Judging Contest.

Mary and Mike have 4 children; Mark works fulltime on the farm, Michael is developing the farm's newly begun direct sale cheese making business, Evan who fits and hauls cattle throughout the US and daughter Jordan who resides on a large commercial dairy in Georgia.

## NATIONAL BROWN SWISS FEATURE SHOW

Dr. Kenny Joe Manion is the owner of New View Swiss of USA. He and his daughter, Kelly Jo, owns approximately 300 herd of Browns Swiss Cattle and has partnerships in Guernsey and Jersey cattle in the United States. They reside in Scottsville, Kentucky, USA.



Kenny has been Premier Exhibitor at World Dairy Expo 4 times and Premier Breeder at the Eastern National Show and World Dairy Expo. He has owned and/or bred more than 100 All-American nominations in the United States.

Kenny has a BS degree in Animal Science from University of Kentucky and a Medical Doctorate degree from University of Louisville in 1985. He works full-time as the CEO/Medical director of the 3 medical clinics he owns in the Kentucky, USA with a patient volume that totals over 100,000 patients. Working with his cattle and farm is also a full time job that he thoroughly enjoys.

## JUDGES PROFILES (CONT.)

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Kenny was the National FFA Dairy cattle judge champion in 1976. He has judged the National show at Peru 2006, 2008, and 2010, as well as in Brazil, Columbia, South America, and Mexico. He also judged the 2010 North West National Brown Swiss Show in Payallup, WA as well as many local and regional shows.

Dr. Manion's current herd averages around 23,200 lbs. of milk with a classification average of 89 points on around 150 herd. He currently owns Sunnyside Colby Twilight 2E93, the 3 timed All-American and National Champion at the World Dairy Expo in 2006.

### NATIONAL GUERNSEY FEATURE SHOW



At 37 years of age Pat Nicholson is the judge of the Guernsey Show. Pat has always had a passion for the dairy industry and the jersey breed and is also committed to encouraging and developing the next generation of dairy farmers through youth programs. Married to Carmen, Pat is a partner in Jugiong Jerseys which milks 550 registered jersey cows averaging 6500 litres. He is the fourth generation to be involved in this stud at Girgarre in Northern Victoria and the herd proudly contains some of the country's highest classified and highest production cows.

Pat has judged in all States of Australia, including: Melbourne, Adelaide & Toowoomba Royals, New South Wales State show and On Farm Challenges throughout Victoria. He is a Member of the Jersey Australia Judging Panel; a Member of the Holstein Australia Judging Panel; a Past National All Dairy Breeds Youth Camp Manager; a Past Classifier for Jersey Australia and the Sale Manager Northern Lights Jersey Sale.

### NATIONAL HOLSTEIN FEATURE SHOW

Brian Leslie has a multi-faceted career in Australia. Although known internationally for his auctioneering ability, he also farms in partnership with his two brothers, Keith and Dean and his parents, Don and Norma, in Leslie Farms.



Leslie Farms is a large-scale fully registered Holstein herd, located two hours from Melbourne. They milk between 300 and 400 cows and have been premier breeder and/or premier exhibitor at International Dairy Week (IDW) - Australia's largest dairy show in 2000, 2001, 2002, 2003, 2005, 2006, 2008 & 2009

In fact, Leslie Farms have exhibited at all 19 IDW shows, winning no less than 31 Champion and Reserve Championships, including Grand Champion in 2005, 2007 & 2008 They have also won many champions at the Royal Melbourne and Royal Sydney Shows.

Brian also bred the two time IDW Grand Champion Brown Swiss Pooley Bridge Tradition Sarajevo.

The property covers approximately 5000 acres on four separate holdings. As well as dairying, they do a significant amount of cropping and many beef cattle are run both for breeding and for steers, which are back-grounded for feed lots.

Registered Holstein cattle sold from Leslie Farms have on many occasions topped national sales, including the former record price of \$40,000 for an unjoined heifer. They have sold cattle to many other countries, including Japan, where they have gone on to win major shows & break National production records.

## JUDGES PROFILES (CONT.)

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Brian spends most of his time as an auctioneer, selling mainly dairy sales throughout Australia and on occasions in New Zealand. He has sold the record priced animals in all dairy breeds.

Brian has judged at every state Royal Show in most breeds several times and several breed Royals many times in New Zealand. He has also served on the All-Australian selection committee for various breeds many times and he has also judged in Germany.

He first judged in Canada in 1995 at five county shows throughout Ontario. He has since judged in Canada Hayes, Scotia Bank Classic (conformation), Royal Winter Fair (1998), the Ontario summer show in 2000 and again in 2003, Victoria Island BC. He also judged the 2007 Canadian Holstein Convention Show on Prince Edward Island.

Brian has travelled to Canada most years since 1985 and also visited the US, the UK and many parts of Europe and Japan, studying their respective genetics and operations.

Leslie Farms have imported many embryos from both Canada and the US. In recent years they have had great success with daughters and grand daughters of such famed cows as Blackrose, Prelude Spottie, Broker Elegance, Star Lily, Ashlyn, SD Tobi , Alicia & Pala's.

Brian was also an equal partner of the AI company, 21<sup>st</sup> Century Genetics, which markets semen for Alta Genetics, Foundation Sires, Browndale, Cogent UK, OHG Germany and Genes Diffusion. This has recently been sold to Alta Genetics.

They also prove their own sires. Leslie owned both the No. 1 Holstein and No. 1 Jersey in Australia in 2005.

### NATIONAL ILLAWARRA FEATURE SHOW

Roger Turner has been employed by Alta Genetics Inc. since 1993. Serving a dual role at Alta, Roger is one of four North American regional sire analysts and is also an International Sales Manager for multiple countries including Italy, Japan, Taiwan, Korea, Vietnam and Thailand. Roger's young sire and genetic selection responsibilities include all of Canada, as well as Michigan, Indiana and Washington in the United States. Previous responsibilities at Alta have included live cattle and embryo exports, live cattle sales management and assisting with semen marketing.



Roger was raised at Railhaven Holsteins, a registered Holstein farm in Ontario, Canada. Turner was self-employed, professional dairy cattle fitter for 12 years before joining Alta Genetics Inc. This work took him across North America and too many foreign countries where he prepared, showed and owned numerous All-Canadians, All-Americans and grand champions.

Roger's judging career has included assignments in 10 foreign countries including Australia, Brazil, Italy, Japan, Korea, Mexico, New Zealand, Switzerland, Scotland, Slovakia, and over a dozen US states, numerous Canadian provinces. Additionally, he has served as a member of both the All-American & All-Canadian selection committees and has officiated at numerous US National Shows.

Roger also sits on the Holstein Canada Type & Classification Advisory Board and is the President of the Canadian Livestock Genetics Association. A proud supporter of youth programs, Roger is also a voluntary 4-H leader and Canadian Classic volunteer.

Roger and his wife, Brenda, reside in Belwood, Ontario, Canada

## JUDGES PROFILES (CONT.)

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### NATIONAL JERSEY FEATURE SHOW

Jeff Ziegler currently serves Select Sires, Inc. of Plain City, Ohio as the Genomics Program Manager. His primary responsibilities today include leading all genetic testing and genetic development utilizing Genomic tools for the Select Sires program. This newly appointed position follows 20 years of sire acquisition for all dairy breeds, and specifically managing the development of all non-Holstein breeds as well as Holstein Sire Acquisition. He also has coordinated and monitored all preliminary production data collected from the regional Dairy Record Processing Centers for bulls of all dairy breeds and has led the SMS computerized mating program and worked with the PGA young sire sampling program.



Jeff was raised on a registered and grade mixed Holstein and Guernsey Farm in Northern Ohio. He attended The Ohio State University and was a member and coach of their successful Dairy Judging Teams. Individually, he placed first or second in each National judging contest in which he participated. After graduating with a Bachelor of Dairy Science degree in 1985, Jeff began his A.I. career as the Director of Public Relations at Select Sires. He was promoted to Dairy Sire Analyst in 1987 before accepting a position with COBA/Select Sires as their Director of Marketing in 1993. In 1995, he returned to Select Sires headquarters to again lead various programs in the sire development programs. He has been fortunate to acquire some of the leading bulls of all the major USA dairy breeds.

Jeff's extensive experience in the A.I. industry makes him an exceptional sire analyst, cow man, marketer and salesman. His eye for great cattle is unquestioned and many cattlemen around the world have witnessed this strength. He has judged National shows in Austria, Brazil, Colombia, Costa Rica, Japan, Belgium, New Zealand, South Africa, France, Canada, and Switzerland. In the United States, Jeff has built a strong reputation as a consistent judge with experiences at the local, state (26 in total), regional, and national levels, most notably the North American Jersey show, Pennsylvania All American, World Dairy Expo, Big E, Western National and the Royal Winter Fair. Jeff has also served as the official judge in the annual Hoard's Dairyman Judging Contest and many National All-American competitions of several breeds. He has judged, promoted, viewed cattle and spoken his way through North and South America, Africa, Asia, Europe, and Oceania.

### RURALCO/ABS AUSTRALIA ALL BREEDS NATIONAL YOUTH SHOW

Currently in his 18th year with ABS Global, Paul Trapp is a Regional Sire Analyst. He and his wife, Sarah and sons, Kole (3) and Beau (1) own an elite group of Registered Brown Swiss, Jerseys and Holsteins, receiving All-American nominations across all three breeds.



Trapp has served five years on World Dairy Expo's Dairy Cattle Show Committee, and was a member of the Young Dairy Leaders Institute's inaugural class. He has judged shows in 15 different states, including the Midwest Spring & Fall National Holstein Shows. He's also travelled to International Dairy Week in Australia (Brown Swiss 1997 & Junior Show 2001) and to shows in Brazil and Puerto Rico. Trapp has served on All-American panels for Brown Swiss, Red & White, Milking Shorthorn and Holstein. He's also a member of Pit-Crew Genetics, who have received 10 All-American Brown Swiss Nominations in the last three years.

In his spare time Paul works numerous sales as a ringman throughout the United States. Most recently Paul has served as the Associate Guernsey Judge at WDE 2010 and was the Conformation Judge at the 2010 Royal Winter Fair Canadian 4-H Classic with over 360 head.

# FACT SHEET

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- January 2011 will be the 20<sup>th</sup> year of IDW.
- There will be over 1176 head of cattle at the showgrounds over the four days of judging.
- 2011 will be the first year the Jersey Futurity has been a class with 17 entries. Contact Chris Mackenzie on 0447 736 179 for further information.
- Dean & Dianna Malcolm of BlueChip Holsteins at Zeerust have the largest team with 32 head closely followed by RT & RE Zanders of Cairnhill Holsteins at Kialla with 31 head.
- Other large entries come from William Hurford of Red Cow Farm at Katunga with 18 head; G & S Tivendale at Murchison with 24 head; Ben Govett at Dingee with 18 head.
- The youngest leader in the Youth Show is Rachel Luchich who turned 8 in December, along with another 5 children also starting their IDW showing career at 8 years of age they being Thomas Burnett, Cassie Broad, Kieran Coburn, Georgia Sieben and Jessica Eagles.

## NUMBER OF CATTLE ENTERED

Breed	Last Year (2010)	2011
Holstein	380	313
Jersey	256	295
Illawarra	108	140
Guernsey	49	55
Brown Swiss	54	86
Ayrshire	77	72
Youth Show	207	214
<b>TOTAL</b>	<b>1133</b>	<b>1175</b>

## NUMBER OF EXHIBITORS ENTERED

Last Year (2010)	2011
193	180

## NOTE TO EDITOR

The best days for attendance is Monday for the Youth Show and Thursday which shows the largest number of cattle and attracts large crowds.

## MEDIA CONTACT

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## **VikingGenetics Australia**

In October 2010 the first **VikingGenetics** company outside of Scandinavia opened in Tallangatta, Victoria. **Viking Genetics** offers a broad team of sires from Scandinavias Holstein, Jersey and Red breed populations which are the highest producing representatives of these three breeds in the world. **Viking Genetics** has been selecting for health traits, as well as conformation and production for almost 40 years making **VikingGenetics** world leaders for selection of the most profitable and economical cows for dairy farmers around the world. The unique registration of 1.3 million dairy cow's production performance, health treatments and type evaluations, provides a comprehensive amount of information into the national cow data base makes **VikingGenetics** world leaders for the complete cow (high profit, superior health and workability).

The Viking Holsteins have an impressive breed average for production, 9 459 kg milk, 3,37 % P, 4,06 % F and 702 kg Fat + Protein. **VikingGenetics** goal is to breed a long lasting Holstein cow. All bulls are ranked on a profit index (Nordic Total Merit (NTM)) which includes type, production and health traits, all considered to give maximum profit back to the farmer. Every + 1 unit NTM= AUS\$15.00 extra profit eg NTM+10 = \$150 extra profit per cow above the breed average.

**VikingGenetics** also offers a strong team of the best sires from the Danish Jersey population offering health, high production and type and many of the sires being outcross sires for jersey breeders. We also offer two genomic selected young sires with great pedigrees behind them. If you want healthy cows with high production and strong conformation and udders, we have the bulls that suit your particular needs. The Danish Jersey has a very impressive breed average for production, 6 583 kg milk, 4.03% P, 5.85% F and 650 kg Fat + Protein.

For more information please contact Erik on 0417 219 156 or Anna on 0488 058 707 or visit [www.vikinggenetics.com.au](http://www.vikinggenetics.com.au)

## **Agrowplow New Generation Seed Drill Press Release – December 2010**

### ***New generation Agrowdrill a real winner...thanks to farmer input.***

Australian soil renovating plow and seed drill manufacturer Agrowplow have released a new generation of their popular seed drill range.

Agrowplow Area Manager Colin Hercott said that the new generation Agrowdrill is based on existing model drills but includes a whole host of 'user friendly' additions, most of which came from a very positive customer feedback campaign during when Agrowdrill owners were asked for suggestions that could improve performance and ease of use of the seed drill range.

These versatile new machines can be equipped with coil tines that have traditional Baker boot openers or Agrowplow's exclusive twin disc openers which are ideal for 'No Till' sowing as they perform exceptionally well in heavy trash and stony ground. The twin disc units feature an exclusive spring loaded trip allowing up to 190mm vertical travel so the discs 'roll over' larger obstacles like rocks. The disc units can also swivel +/- 10 degrees allowing them to negotiate around obstacles more easily than a tined implement. With 380mm (15") self cleaning serrated discs positively cutting against each other 'hair pinning' is eliminated and a trash free seeding path is provided. A real bonus of the swivelling disc design is that it makes the drill more manoeuvrable by reducing the need to lift on corners.

"The new generation drills have some great features" Colin said "Including an electric clutch on the gearbox which is a welcome improvement on the previous chain system and does away with the need to lift the machine when calibrating. The calibration system itself has been greatly simplified by the provision of special trays that slip in under 5 rows of the hopper to collect the seed for weighing" Colin said. "This eliminates the need to place buckets under the tines or discs and makes calibration faster and easier. It also allows for both bins to be calibrated at the same time" Colin added.

Other improvements on the new models include an improved jack stand and ladder access from both sides onto the wide rear loading platform which features a full length RHS handrail for safety. Options include a semi mounted two point linkage hitch in lieu of a drawbar, a full road transport lighting package including a flashing amber warning light and an electric monitoring kit for bin level and shaft motion. Double shoot boots, hydraulics for rear tow hitch and a Farmscan hydraulic drive are other useful options.

Traditional Agrowdrill features are retained on the new drills, for example separate seed and/or fertiliser boxes. These boxes have their own heavy duty lids for durability and to avoid product contamination. Courtesy of the unique Agrowdrill cleaning gates the boxes are very easy to clean out when sowing is finished. The operator simply sets the bin lever to the 'box cleaning' setting and the gates open out allowing any remnants to fall through, cutting cleaning time dramatically.

New generation machines also feature Agrowdrill's exclusive double seed and fertiliser distributors. These distributors can accurately sow from the smallest seeds up to the largest of peas and fertilisers. "With double distributors and the infinitely variable gearbox you can sow almost anything at any rate and calibrating for different seeds and fertilisers is a simple procedure" Colin explained.

Colin expects existing owners will be more than impressed with the benefits of the new models but also suggests that the new AD310 drill in particular offers a ideal 'step up' for current owners of Agrowdrill AD100 pasture drills that may be looking for an increase in strength and weight without sacrificing the compact and manoeuvrable design of their existing machine. "The AD310 now has as standard new dual wheel assemblies located inboard and behind the hopper which reduces turning width. When the optional semi mounted hitch is added to this design the drill becomes even more manoeuvrable and is ideal suited for use in irrigation bays or

smaller dairy farm paddocks as well as providing a narrower overall transport width for increased road travel safety.” Colin explained.

The new generation drills are manufactured at Agrowplow’s plant in Wellington, New South Wales and complement the company’s core value of developing products that help improve soil structure and encourage more sustainable farming practices.

In addition to the Agrowplow and the Agrowdrill seed drill range the company also manufacture and distribute the Heaslip Products range of bulk handling equipment. For more information or the location of your nearest dealer call (02) 6845 1566 or go to [www.agrowplow.com](http://www.agrowplow.com)

The newly released Agrowdrill





## ***MEDIA RELEASE***

### **Donut Runners clock up 50 years**

This year Geoff Wood, Russell Manton and David James from ABS Australia will clock up a collective 50 years of doing the 'Donut Run' at IDW.

It's a tradition, started the first year ABS attended IDW, of supporting hard working exhibitors in a very practical way.

The run itself involves a 4.30am start to collect the donuts from Freemans Bakery in Shepparton and make sure the tea and coffee urns are ready to go. Fifty dozen donuts have been ordered for the first morning in 2011.

Working at shows is very tiring; the nights are short and the days are long. When the sun rises, getting a caffeine hit and a sugar perk is a great way to get going again.

"The favourites are chocolate, strawberry and cinnamon," said Russ, "the sweeter the better."



Each morning a team of four or five ABS employees is rostered on to either donut collection or urn duties. Hundreds of cups are prepared at the showgrounds (no water in them) with coffee, coffee and one sugar, coffee and two sugars, and also cups with a tea bag in them. The coffee urns and donuts are loaded into the back of a ute and then driven up amongst the buildings where the cattle are held and the exhibitors are working. The ute goes to five or six different locations and people flock to get their coffee and donuts.

The roll out starts at 6am and by 7.30 all the coffee and donuts have been handed out to grateful exhibitors.

The reaction is "absolutely phenomenal." "Thank god you're here!" is often heard from those who may have been up late and early.

The ABS Donut Run was first started at World Dairy Expo by ABS Global over 20 years ago and has been going here from the first year ABS Australia attended IDW in 1990.

“In the first 10 years a few of us did it three out of the four mornings but now with the extra numbers it’s only once each,” Russ said. “I remember one little girl always used to bring her plate out, fill it up and run back to her tent. I think she ate them all day and waited for us the next morning.”

For ABS staff the ‘Donut Run’ is an opportunity to get out amongst the exhibitors informally.

“It allows us to give back to the industry in a very practical way,” said ABS general manager, Steve Fried. “Often it is the small gestures that are the most important. It allows us to say ‘thank you’ to the people who work so hard to make the Australian dairy industry what it is today.”

#Ends.

Based in Albury, NSW, ABS Australia is a subsidiary of Genus plc, the largest supplier of bovine genetics and related reproductive products in the world.

**For further information please contact Steve Fried on 0427 512 063, Russ Manton on 0409 136 071, Geoff Wood on 0407 366 267 or.**

## **FOOTNOTE**

### **Donuts and dairying: what’s the link?**

The Dutch, of course!

Donuts (or doughnuts) were most likely introduced into North America by Dutch settlers. In the 19th century, doughnuts were sometimes referred to as *olykoeck* (a Dutch word literally meaning "oil cake"), a "sweetened cake fried in fat."

Holstein cattle (also known as Holstein-Friesian cattle or Friesian cattle) originated in what is now the Netherlands and, more specifically in the two northern provinces of North Holland and Friesland. The animals were the regional cattle of the Batavians and Frisians, two tribes who settled in the coastal Rhine region around 2,000 years ago.

*(Ref. Wikipedia)*

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