

FEATURE STORIES

TATURA IN JANUARY WILL BE THE FOCUS OF THE DAIRY INDUSTRY

International Dairy Week, in its 20th 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:

Genetics & Breeding — 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	Breed Societies — Holstein Australia — Brown Swiss Cattle Breeders of Australia —The Illawarra Society — Jersey Australia — Central Sires Co-op Ltd	Livestock Marketing — Global Livestock Marketing — Dairy Livestock Services — Ruralco Holdings Nutrition & Fertiliser — Fellowes Bulk Transport — Monds & Affleck — Rivalea Australia — JEFO Australia — Neura Nutrition — Performance Probiotics — Megalac — Pfizer Animal Health	Machinery — Daviesway Dairy Equipment — Keenan Pty Ltd — Farm Tech Machinery — Wyblast Abrasive Blasting — BWR Machinery — AgrowPlow — Easyfix RubberProducts	Other — 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.)

AMERICAN DAIRY GROUP VISIT IDW

U.S. Livestock Genetics Export, Inc. (USLGE) is pleased to participate in the 20th 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

or visit the web site of these USLGE members:

Ayrshire Breeders' Association, founded 1875, www.usayrshire.com;

Brown Swiss Cattle Breeders' Association, founded 1880, www.brownswissusa.org;

American Guernsey Association, Inc., founded 1877, www.usjersey.com

Holstein Association U.S.A., founded, 1885, www.holsteinusa.com

American Jersey Cattle Association, founded 1868, www.usjersey.com

American Milking Shorthorn Society, founded 1948, www.milkingshorthorn.com

Red & White Dairy Cattle Association, founded 1964, 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

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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.)

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.