

## **World Ag Expo – Tulare, CA - February 9-11, 2010**

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**Volunteers: Carol Mallory, George M. Strum, Nina Schafer, Tom Schafer, Sandy Myers, Don Myers and Becky Ehoff**

**Objective: To promote and educate public about dairy goats and products pertaining to goat's milk. Committee also tries to recruit new ADGA members.**

### **Overall View:**

Day One- World Ag Expo -I

The World Ag Expo is the largest annual agriculture exposition. The World Ag Expo is celebrating 43 years of innovative agriculture: There are 1,600 exhibitors displaying the latest in farm equipment, chemicals, communications, and technology on 2.5 million square feet of exhibit space. Also, there are free seminars on a variety of topics important to dairy producers, farmers, ranchers and agribusiness professionals. One of the most popular draws is the cooking demonstrations by chefs from California's top restaurants in the World Ag Women Pavilion. Visitors to Tuesday's opening of the World Ag Expo saw something different than the usual display of chemical and farm equipment. They saw Gov. Arnold Schwarzenegger make an unannounced visit to the farm show.

He stopped frequently to speak with vendors as well as people wanting to shake his hand and take photos with him. An Expo vendor handed the governor some metal pieces and asked him if he would bend them, drawing a laugh from the governor.

Today we had many visitors to the ADGA booth, many different countries interested in exporting genetics/ semen. We had visitors from Turkey to local dairymen looking for heavy producing does. We spoke to many visitors interested in goat milk soap, goat cheese and even the fiber goats. Tomorrow is the day that most high schools in the area come - this is the day that we try to recruit new members for ADGA and promoting dairy goats to FFA and 4H members.

World Expo Day 2

100,000 people traveled through the World Expo - I spoke with many people from various countries - Holland and Chile stood out. Chile - talking about exporting and importing dairy goats...Holland - Q Fever - seems they have a problem right now. The most frequent questions are, where do I buy goats and how do I start a dairy? The goat cheese is a major topic as well. I have worked the World Ag Expo for a few years and I heard more feedback regarding the goat cheese - how they are using it more and etc. Most of the business cards are gone, the donated goat milk soap as well. Redwood Hills pamphlets are flying off the table, many people interested in getting their products I appreciate all the volunteers, George, Becky, Nina and Tom! One more day!!! I hope to be able to walk around and see things myself...

Day Three – Less people, but still interest. We met the State Vet, she is interested in getting into goats. We met an uninformed FFA students that purchased a doe and did not know they needed papers to show.