



# WORLD AG EXPO NEWS

FEBRUARY 13 - 15, 2007  
**World Ag Expo**  
 40 YEARS  
 OF INNOVATIVE AGRICULTURE

PRODUCED BY INTERNATIONAL AGRI-CENTER - TULARE, CALIFORNIA - EXPO NEWS FROM FEBRUARY 13-15, 2007

## World Ag Expo set to welcome international visitors

World Ag Expo officials are preparing to welcome international visitors today to the world's largest agricultural exposition.

"It is increasingly important to work closely with other countries to market our products and exchange technology. World Ag Expo is one tool, which brings the world of agriculture together. We anticipate even more international visitors this year," said Jana Hopper, facility director of Heritage Complex, noting that last year more than 1,000 international visitors from 66 countries attended the Expo.

Topping the list of guest requests to the Expo are delegations from Mexico, Canada, Ukraine, China and Australia, Hopper said.

This year Expo officials will welcome Croatia's minister of agriculture, forestry and water management — the highest-ranking dignitary ever to attend the Expo from Croatia. Other special guests include the Nigerian executive governors from Bauchi State and Yobe State governments.

## Media get first look at World Ag Expo during breakfast

Some of the most important visitors have already roamed the grounds of World Ag Expo with notebooks and cameras in hand.

On Monday, more than 52 members of the press corps from radio, television and print registered to attend the traditional Media Day Breakfast to get a first look at the Expo before it opened to the public. Bruce Shannon, 2007 World Ag Expo chairman was among those who welcomed media and later stressed the importance of the relationship with media at the Expo.

Expanding international attendance at World Ag Expo has always been important, said Bruce Shannon, the Expo's 2007 chairman.

"Agriculture is important all over the world. People need to be able to educate themselves on how to create their own food products," he said. "We're also trying to bring leaders together to enhance the marketing and trade of products and technology across the globe."

The International Agri-Center, which puts on the World Ag Expo, is a member of the International Buyer Program offered through U.S. Commercial Service, and makes sure guests are connected to available resources through a variety of international marketing efforts.

At World Ag Expo, international visitors can visit the International Business Center, on the second floor of the Heritage Complex. Guests are provided with a variety of free services. Get more information on international services in this issue.

"They help us spread the world about agriculture to our society as a whole," he said.

Media were treated to a warm

*Continued on back page*



Forty-year exhibitors were honored at Media Day Breakfast.



Photo illustration of Kirby's feed mixer.

## Kirby turns feeder into hearty breakfast

Forty-year exhibitor Ric Kirby wanted to do something big for the 40th anniversary of World Ag Expo and big is definitely what he came up with.

You won't have to go far to see Kirby's creation — in fact, you've probably already seen it. It's hard not to take notice of a 10-foot-wide, 20-foot-long vertical mixer feeder, painted to look like a big bowl of cereal. It's on display at Kirby Manufacturing's booths DS 83 and 91.

Although dairymen normally use such equipment to feed their cattle, this one could actually feed plenty of dairymen — if it were real.

"We call it the world's largest bowl of cereal," said Kirby, president of the Merced-based Kirby Manufacturing, Inc. "We wanted to do something over the top and our primary customer is the dairy industry, so this is what we came up with."

Instead of holding 1,200 cubic feet of different feed commodities, such as hay or corn silage, Kirby's feeder is filled with foam board cereal and shows cereal getting doused by a graphic milk carton with a spoon sticking out of it.

"The whole idea about these trade shows is to get people into your booth and talk about your product," Kirby said.

## Give-aways

### Enter to win

World Ag Expo exhibitors have plenty of opportunities this year to win prizes.

Don't forget to enter to win:

**A 2007 Dodge Ram truck** at any gate or at the Dodge Exhibit, U Street 32, 34; **An ATV** each day from Topcon Positioning Systems at J30; **A cruise** from Cruise Adventures at Gate 2; **A portable generator** valued at \$1,600 from the California Farm Bureau Federation. Sign up to win at Pavilion C 3305, 3407.

### Watch World Ag Expo grow

Exhibitors can surf the World Wide Web and find out exactly what the grounds of World Ag Expo look like 24 hours a day. Visit [www.agexpointernet.com/webcam.html](http://www.agexpointernet.com/webcam.html)

### Dare to drive NASCAR style

If you've ever wanted to find out if you have what it takes to be a NASCAR driver, now's your chance. World Ag Expo attendees will have the opportunity to sit in the driver's seat of a high-powered, hard-racing NASCAR virtual vehicle. Race fans can experience the thrill of the NASCAR NEXTEL Cup Series in Sprints Ultimate Racing Experience. It's an interactive, three-quarter scaled, full-motion racing simulator available at the Expo. Check it out all three days across from C/D 26.

### Visit Celebration Center

The excitement of the 40th World Ag Expo is highlighted in the Celebration Center, located at exhibit space C/D 26. The tent showcases Expo history and displays West Coast Nationals power pulling machines. Tickets to the series can be purchased there as well.

**Pick up your complimentary copy of today's Visalia Times-Delta or Tulare Advance-Register**

at exhibitors' lounges, Media Center, International Business Center, and Heritage Complex.

**COMPLIMENTS OF WORLD AG EXPO!**

**VISALIA TIMES-DELTA**  
[www.VisaliaTimesDelta.com](http://www.VisaliaTimesDelta.com)

**Tulare Advance-Register**  
[www.TulareAdvanceRegister.com](http://www.TulareAdvanceRegister.com)

## Former staffer will be missed, but not forgotten

There are, and will continue to be, many broken hearts at World Ag Expo this year with the passing of Delores Vincent.

Vincent, who for years served as executive secretary at the International Agri-Center before retiring in 2005, passed away in December. The calmness of her voice, her friendly smile and her steadfast optimism are missing these days from the hectic administration office, where she used to talk to thousands of exhibitors each year.

"Dolores was an outstanding individual. She had class and she had dignity," said Bruce Shannon, 2007 World Ag Expo chairman. "She served the Agri-Center for more than 15 years and seemed to never have a bad day."

Longtime co-worker Maria Rising said Vincent was a woman who inspired others during the most hectic times.

"She was always calm, no matter how

many phone calls she got in a day," Rising said.

Jerry Siniif, general manager of the Agri-Center, remembered Vincent as a woman who was not only a great employee, who always reminded others with her famous words that it "would be all right," but also as a woman who cared about everyone.

"She was always there whether you needed her on the job or emotional support. She was the perfect example of servant hood," he said.

Vincent last attended World Ag Expo in 2006 and Rising said she was proud to walk by her side. "She was an awesome person," she said.



Delores Vincent

## Scholarships will help further education in agriculture

Two students have earned a scholarship opportunity of a lifetime.

Matthew Alan Dufur, of Lemoore and Robert Calvert, of Selma, will be awarded Thursday with the E.M.Tharp Inc. and World Ag Expo's "We Believe in Growing Scholarship." Both graduating seniors are planning to attend California State University, Fresno to pursue careers in agriculture.



Matthew Dufur

"We are happy to help our students as they strive to reach their goals, both in school and as they enter their careers," said Casey Tharp, E.M. Tharp Inc.

Dufur, 17, and Calvert, 18, will receive a \$2,500 scholarship to be renewed up to four years, totaling \$10,000 per student.

Dufur said his longing to study agriculture goes back to his childhood.

"Wanting to become an agronomist started when I was about seven years old and my dad gave me my first sweep net and magnifying glass," said Dufur, who has maintained a 3.5 GPA.

Through the years, Dufur's FFA Advisor, Matthew Moreno, said his student has been determined in academics.

"I have witnessed Matthew grow into a wonderful public speaker and have been very impressed with his work ethic," Moreno said.

Calvert, who ranks second in his senior class with a 3.85 GPA, said his mother was his inspiration to pursue agriculture.

"I have always looked up to my mother, who is an ag teacher, because of the effect she has on students' lives," he said.

Kristann Silkwood Mattes, Calvert's agriculture teacher said Calvert has shown a strong desire to further his education in ag.

"His ability to retain information and debate a wide range of subjects is truly commendable," she said.

Both scholarship recipients will be awarded during a special presentation beginning at 1 p.m. at E.M. Tharp's World Ag Expo exhibit area, at the corner of R Street and North Street.



Robert Calvert

RUBES®

By Leigh Rubin



"Amazing! The kid's a natural. I've never seen anyone stick to a saddle quite like that!"

# World Ag Expo celebrates 40 years of show history

The Expo began in 1968, and was held at the Tulare County Fairgrounds in Tulare. When the three-day run of the first show was complete, exhibitors were lining up to sign contracts for the second show in 1969. The first show attracted 157 exhibitors



Aerial shot of the then 'Tulare Field and Row Crop Equipment Show' at the Tulare County Fairgrounds.

with 28,000 attendees. By the second year, the show doubled in both attendees and exhibitors, and continued to grow ever since.

Tulare's location in the center of the state and the heart of the agriculturally rich San Joaquin Valley proved accessible and attractive to farm equipment manufacturers and dealers from around the world.

Originally the "Tulare Field and Row Crop Equipment Show," it quickly outgrew its name, and became the "California Farm Equipment Show" for the second show in 1969. In 1972, the first foreign manufacturers began displaying products, leading to the name change "California Farm Equipment Show and International Exposition" and finally, the current name,

"World Ag Expo," adopted in 2001.

With the increase in international

*Continued on back page*

## Forty-year exhibitors

AGCO Corporation, Duluth, GA  
Berchtold Equipment Co.,  
Bakersfield, CA  
Big W Sales, Stockton, CA  
B.W. Implement, Buttonwillow, CA  
Cal Ag Enterprises, Inc., Dinuba, CA  
California Farm Bureau Federation,  
Sacramento, CA  
California Farmer, Fresno, CA  
Case IH, Racine, WI  
Dow Agro Sciences, Indianapolis, IN  
Freeman, a division of Allied Systems  
Co., Sherwood, OR  
Gearmore, Inc., Chino, CA  
Hydraulic Controls, Inc., Tulare, CA  
Irrrometer Company, Inc.,  
Riverside, CA  
Jacobsen Trailer, Inc., Fowler, CA  
John Deere Company, Reno, NV  
Kirby Manufacturing, Inc.,  
Merced, CA  
New Holland, Racine, WI  
Nikkel Iron Works, Inc., Shafter, CA  
Orchard Machinery Corporation,  
Yuba City, CA  
Rain Bird Agri-Products,  
Glendora, CA  
Randell Equipment Company, Inc.,  
Delano, CA  
Solex Corporation, Dixon, CA  
Southern California Gas Company,  
Visalia, CA  
Stokes Ladders, Inc., Kelseyville, Ca  
Strathmore Machinery, Inc.,  
Strathmore, CA  
University of California Cooperative  
Extension, Tulare, CA  
Van Anne Sales, Fresno, CA  
W-L Research, Madison, WI  
Weiss/McNair/Ramacher, Chino, CA



More than 100,000 people from around the world visit World Ag Expo each year to see what the nearly 1,600 exhibitors have to offer in farm equipment, agriculture technology and services.

## Need a schedule?

While schedules have normally been printed in our dailies, this year we've decided to give you more information on World Ag Expo. However, you still may need a schedule in your hand to find out what seminar — dairy, irrigation or World Ag Women demonstration — you want to attend. Don't forget to flip through your 2007 Show Guide. The information is all there, or visit [www.worldagexpo.com](http://www.worldagexpo.com)

## Prayer breakfast tomorrow

The role faith and family play in the agricultural community will be the focus of the annual Prayer Breakfast tomorrow in the Heritage Complex Banquet Hall.

The Prayer Breakfast doors will open at 6:30 a.m. and 8:45 a.m., with breakfast served at 7 a.m. for exhibitors and 9 a.m. for attendees and community members. Cost is \$10 per ticket or \$100 for a reserved table of eight. The breakfast is open to the public.

The theme this year is "Perseverance in Agriculture." Warren Carter, a leader in agriculture from Kern County will be the keynote speaker. Carter is active in the National Prayer Breakfast in Washington D.C. Also on the program is the John L. Thiesen family of Reedley.

Tickets can be purchased from Jeanne at the World Ag Expo office, 559-688-1751.

## Exhibitor lounges

The lounges open at 7 a.m. each morning and are staffed by friendly Orange Jacket volunteers handing out coffee and doughnuts. Two lounges are located on North Greenbelt (N Street and R Street) and two are located on South Greenbelt (P Street and I Street). They are sponsored by Ag Source Magazine.

## New information: Connecting to the Internet

It was incorrectly reported in Monday's World Ag Expo News that exhibitors had access to self-activated Wi-Fi connections throughout the grounds.

This year exhibitors had to pre-register for such connections, but the good news is that there are a limited number of Internet boxes still available to exhibitors. To sign up for access, please visit Wireless Internet Services, Inc.'s booth at Pavilion D, space 4000.

## World Ag Expo helps international sales

World Ag Expo exhibitor, Grouser Products of West Fargo, ND, a family-owned manufacturer of bulldozer parts and accessories, has successfully worked with the World Ag Expo International Business Center to make international sales to Libya.

"Libya was a new market for us, and the Commercial Service saved my firm a tremendous amount of time and resources in helping me navigate what can be a complex market," said Jason Faulkner, Grouser sales representative. "It would have been much more difficult on our own, but now we're in a position to build key relationships in that country and potentially expand our export sales further."

At World Ag Expo, international visitors should feel free to check out the International Business Center on the top floor of Heritage Complex. There guests can get help with a variety of free services including, import-export counseling, farm and agri-business tours, interpreting, receptions, and more.

See other international stories in this issue, including the story on this page about the International Buyer Program.

## Don't miss the exhibitor reception this evening

All 2007 World Ag Expo exhibitors are invited to the exclusive Exhibitor Reception tonight following opening day.

Exhibitors will get the chance to eat and have fun starting at 5 p.m. in the Banquet Hall at Heritage Complex.

RSVPs are not necessary for this come-as-you-are event. Event is sponsored by Ag Source Magazine and is sure to be a great time!

**Don't get left out!**  
**2008 World Ag Expo**  
**Contracts are due**  
**May 31, 2007**

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

## World Ag Expo 2007 – don't miss export markets

Once again, World Ag Expo 2007 has been selected by the U.S. Department of Commerce to participate in the International Buyer Program (IBP), a service that makes the Expo a global marketplace. Through this program, the Expo offers a number of services to help international attendees make the most of their experience at the show.

Through the IBP program and its globally integrated network, the U.S. Commercial Service U.S. businesses export their products. Commercial Service oversees staffs at U.S. embassies and consulates throughout the world, works to recruit and bring to the show foreign buyer delegations, advertises World Ag Expo and encourage buyers to register and attend. More than eight official delegations from all over the world have been recruited to attend the show including Russia, Ukraine, Mexico,

Nigeria and China among others.

During the show, trade specialists from the Commercial Service manage the International Business Center at the Heritage Center, an area where foreign buyers negotiate with sellers, obtain advice on appropriate matches, and use the facility as a launching pad.

With its network of offices across the U.S. and in more than 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce uses its global presence and international marketing expertise to help U.S. companies sell their products and services worldwide. This assistance includes export counseling, market research, matchmaking, pre-arranged business appointments abroad through its Gold Key Service, advocacy, videoconferencing, international partner searches, trade events, and more. For more information visit [www.export.gov](http://www.export.gov).

## Expo continued to grow through its 40 years

*Continued from page 3*

exhibitors and visitors, the United States Department of Commerce decided to publicize the show throughout the world as an official affiliate of the Foreign Buyer Program.

Throughout the 1970s, the show continued to grow, leading to a shortage of space at the fairgrounds. In 1976, the show directors explored the formation of a special corporation that would establish an international agribusiness showplace in the Tulare area. With a feasible plan

in place, a non-profit corporation was created – the International Agri-Center, Inc. A section of the Faria family farm became the site for the new showgrounds in 1982, just south of Tulare on Laspina Street, conveniently along Highway 99.

The International Agri-Center is continually expanding. One thing that has helped the Expo succeed through the years has been the Orange Jacket volunteers. These dedicated, selfless, unpaid volunteers are the heart and soul of the largest agricultural exposition in the world.

## Media Day Breakfast kicks off media exposure

*Continued from page 1*

breakfast at the World Ag Women Pavilion, then joined Expo Leadership in toasting the Expo's 29, 40-year exhibitors in honor of their dedication to the show for its 40 years. Before leaving World Ag Women, Jerry Sinift, general manager of the International Agri-Center, which puts on the Expo, reminded media just how important the Expo is.

"For 40 years we have played a vital role by providing the meeting place for the top producers in the world to meet," he said. "What happens here for the next four days has a lasting effect on our nation."

Media then took a tour of the grounds, passing by the Celebration Center, where media interviews will happen daily at 11:40 a.m. and 1:40 p.m., and stopping at the New Product Center presented by Topcon and World Ag Expo.

There, media had the chance to watch demonstrations of the featured Top Ten New Product winners, before heading to Topcon's booth at J30.

Ivan Van Dyk, owner of Cleanfix West's Reversible Fan said he enjoyed the exposure his product received on Media Day as a Top Ten New Product winner.

"It's been a great thing — just another opportunity to show people what we've got," he said.

Walt Shaw, who traveled from Sacramento to cover World Ag Expo for CBS Radio, said Media Day is extremely helpful in his Expo coverage.

"It's great because we aren't fighting the crowds," he said. "It's great to have the freedom to roam around and get the sound bites we need without a lot of interruptions."