

January 4, 2011

To: BC Dairy Producers

Re: Upcoming Events for the January 2011 BC Dairy EXPO and PAS

On behalf of the BC Dairy Industry Research and Education Committee (DIREC) and with significant financial support from a number of industry sponsors, we are pleased to offer a variety of extension programs for you to choose from. The enclosed promotional materials detail the scheduled events taking place from January 26 to 28, 2011 inclusive. Included in this package are the following:

1. BC Dairy EXPO Farm Tours brochure (8 dairies on this year's tour)
→ **Wednesday, January 26, 2011** (visitation times varies among host dairies)
2. BC Dairy EXPO Seminar brochure (Pacific Agriculture Show Tradex)
→ **Thursday, January 27, 2011** (10 AM – 1:45 PM)
→ Includes **FREE BBQ Luncheon**, compliments of Meyers Norris Penny (MNP).
3. TWO (2) FREE MNP Dairy PASS Cards, compliments of MNP
→ Every BC dairy farm receives 2 FREE MNP Dairy PASS Cards to attend the Dairy EXPO Seminar on January 27, 2011. A savings of \$10/person.
→ If >2 attending from same farm, the 3rd person pays the \$10 PAS registration fee.
4. Young Dairy, Pork and Poultry Producer Seminar flyer
(New Life Church, 35270 Delair Rd, Abbotsford)
→ **Thursday evening, January 27, 2011** (8 PM – 9:30 PM)
→ Registration fee of \$10/person. Seminar is open to the first 120 registrants. No preregistration required. Pay at the door.

Footnote: Friday, January 28, 2011 (PAS Tradex)

The BC Dairy EXPO Seminar brochure also includes details regarding two (2) programs being held at the PAS Tradex on Friday, January 28th. They include:

- (1) Agri-Energy Forum (9 AM to 3:40 PM), and
 - (2) Building Business Success Seminar (9 AM to 12 PM).
- All holders of a MNP Dairy PASS Card are entitled to attend the Agri-Energy Forum or the Building Business Success Seminar **FREE of charge**. Without a MNP PASS Card, registration for the Agri-Energy Forum is \$90/person.

If any questions regarding any of the above programs, please contact:

- **Dairy EXPO Farm Tours** – John Luymes, BC Min of Agr (604.556.3114)
- **Agri-Energy Forum** – Matt Dickson, ARCORP (604.565.9227)
- **Dairy EXPO Seminar, Young Producers Evening Seminar, and Building Business Success Seminar** – Tom Droppo, BC Min of Agr (604.556.3144)