



Whoever said “There’s No Such Thing as a Free Lunch,” is about to eat his words.

*The Dairy Calf & Heifer Association
invites you to attend our trade show and luncheon,
and stay to hear a keynote speaker. And it’s all FREE!*

“It’s the economy, stupid.”

We’ve all heard former President Clinton’s campaign mantra. But the dairy industry is living it every day. DCHA recognizes the financial strains that our nation’s dairy calf and heifer producers are under. We’re offering a FREE one-day pass to our annual trade show and conference to help producers gain information and education they can bring back to their farms.

During this tough economy, you need more than ever to know how to improve your production. This year’s trade show is host to over 60 companies that serve the dairy calf and heifer industry, and it’s your chance to talk to the people behind the products to find out what’s new, what’s coming, and what’s best for your operation. And enjoy lunch on us.

While you focus on your operation in the trade show, don’t forget that the public’s perception of farming continues its downslide. Be sure to stay and hear our keynote speaker, CEO of Center for Food Integrity Charlie Arnot. He’ll not only explain why the public is so wary of today’s farming practices, but he’ll give you tips on how to build their trust in our industry.

The FREE PASS is good for the Trade Show Grand Opening and Luncheon and Charlie Arnot’s presentation on Wednesday, March 24. The 2010 Dairy Calf & Heifer Conference will be held at the Lexington Convention Center. Pre-registration is encouraged, but is not required for those using the free pass. Please call 877-HEIFERS or e-mail info@calfandheifer.org to pre-register.

FREE PASS

Good for one entrance to the following activities at the
2010 Dairy Calf & Heifer Conference:

Wednesday, March 24, 2010

11:30 a.m. Trade Show Grand Opening and Luncheon

1:00 p.m. Charlie Arnot: Consumers are from Venus – Farms are from Mars
There is gap between the public’s expectations and the reality of today’s dairy industry. Charlie will help us understand what consumers expect from today’s farmers and how we can build public trust for today’s dairy industry.

The Dairy Calf & Heifer Conference will be held at the Lexington Convention Center.
Pre-registration is encouraged, but not required. To register, please call 877-HEIFERS or e-mail
info@calfandheifer.org, and provide the code “FP2010.”