



FOR IMMEDIATE RELEASE

**Fresno State to host the 2nd annual  
Western Regional Dairy Challenge**

The second annual Western Regional Dairy Challenge is set for March 1-3, 2007, in Fresno, Calif. More than 100 dairy science students from the West, attending two-year colleges and four-year universities, are expected to participate in the contest. This event is part of the national program, the North American Intercollegiate Dairy Challenge, and will be held at the Piccadilly Inn University. California State University, Fresno, represented by Dr. Jon Robison, will host the event.

During the contest, undergraduate students entering the dairy industry will have an opportunity to use the knowledge they have gained in school, work and internships, and analyze a dairy operation from a real-world perspective. After assessing the dairy's activities, procedures, facilities and reports, contestants will compile their findings and prepare recommendations for dairy management improvement. They will present their findings and recommendations to a panel of dairy industry judges. The panel evaluates teams' assessments and recommendations. The contest culminates with a reception and awards banquet.

The Western Regional Dairy Challenge provides an excellent opportunity for dairy science students to demonstrate their analytical skills. Industry sponsors network with these students.

Dairy business and producer sponsorships are available for this event. All sponsors are recognized in Western Regional Dairy Challenge publicity, such as fliers and web site, invited to attend the awards banquet, and receive contact information of all participating students. NAIDC is a nonprofit organization and contributions are tax deductible. Contact Chris Dei at 559-977-5866 or Chris.S.Dei@Monsanto.com for more information on sponsorship possibilities.

The North American Intercollegiate Dairy Challenge will be held March 30-31, in Sioux Falls, S.D., hosted by South Dakota State University and Iowa State University.

###