

# 2012 WORLD AG EXPO

*45 Years of Excellence*

GROWING WORLD AGRICULTURE

FEBRUARY 14-16, 2012  
TULARE, CALIFORNIA, U.S.A.



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Media Contact:

**Liza Teixeira**

Director of Communications

International Agri-Center

[Liza@farmshow.org](mailto:Liza@farmshow.org)

[www.InternationalAgriCenter.org](http://www.InternationalAgriCenter.org)

## **Dairy Family Celebrates 100 Years of Dairying at World Ag Expo**

**Tulare, Calif.** - The Airoso family will celebrate its 100th anniversary of dairying in California with a dairy consignment sale at World Ag Expo in Tulare on February 16. The sale, which will showcase some of the best genetic opportunities that Holstein and Jersey breeds have to offer, is the first-ever dairy sale at World Ag Expo.

In total, 85 Holsteins and 15 Jerseys will sell next month in World Ag Expo's Entertainment Pavilion. A preview will begin at 2:00 p.m., followed by the auction at 4:00 p.m. After the conclusion of the sale, dinner will be served followed by live entertainment by Michael Peterson and Chaparral.

The Airoso family, who came to the United States from Portugal's Azores islands in 1912, began by milking a small herd by hand in the early 1900s.

"My great grandfather came to this country in 1912 along with his four sons and settled near Corcoran, California where they began milking 150 cows by hand," said Joey Airoso, the sale's host. "We've developed a passion for breeding great cows that last with high production and good components."

All proceeds from the sale's first lot, Air-Osa Passion for AG-Red, will be donated to the Ag Warriors program which will benefit veterans in search of long-term careers in agriculture.

"We really believe in this program and want to play a role in supporting veterans who have done so much for our country," said Airoso. "Agriculture is one of the most important industries in this country, and it's nice to be able to partner with veterans who are interested in, and appreciate what we're doing."

Visit [www.airosa.cattleclub.com](http://www.airosa.cattleclub.com) for full sale catalog and details.

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The International Agri-Center is home to World Ag Expo, February 14-16, 2012 in Tulare, California. An estimated annual average of 100,000 individuals from 70 countries attend World Ag Expo each year. The Expo is the largest annual agricultural show of its kind with 1,600 exhibitors displaying cutting-edge agricultural technology and equipment on 2.6 million square feet of show grounds.