

Wichita Falls Ranch and Farm Expo was a huge success.

Exhibitors and attendees were pleased with the Wichita Falls Ranch and Farm Expo which took place at the JS Bridwell Agriculture Center in Wichita Falls, Texas March 9-10, 2011. Mayor Glenn Barham opened up the expo on Wednesday the 9<sup>th</sup> in the CEU classroom to a packed house with standing room only. On Thursday the 10<sup>th</sup> the Expo was opened by Judge Woody Gossom Jr. Both of our leaders had positive and encouraging comments on the expo and Texhoma Agriculture.

AgriLife extension hosted the CEU credits for both Texas and Oklahoma producers. Extension agent Fred Hall organized an outstanding line of speakers along with a producer's breakfast both days. The grazing classes were a big hit. CEU attendees came from as far north as Alva, OK and south as far as Corpus Christi and Abilene, TX. AgriPro Wheat, Helena, Capital Farm Credit and Winfield Solutions were sponsors of the classes.

"We had 325 exhibitors from 23 states and Australia. The 120,000 square foot complex is the ideal facility to host an event of this size accompanied with the large outdoor exhibit space. Attendees represented approximately 1.6 million acres of agricultural property, including 219,000 crop acres and more than 2.4 million livestock acres, which produce some 372,763 head of cattle", organizers said. They added that, along with attendees from Texas, Oklahoma, Louisiana, Arkansas, Nebraska, Kansas, New Mexico and other parts of the U.S., there also were visitors from Australia.

Exhibitions included state-of-the-art technology in farming and ranching equipment, including tractors, sprayers, and combines, as well as global positioning systems and new cattle management tools, livestock equipment, and technologies. There also were numerous booths and exhibits of farm, ranch, dairy suppliers, lending agencies, insurance agencies, art galleries and home furnishing companies.

"Wichita Falls is a prime location for such a show because it is centrally located in the Texhoma area and has one of the largest climate controlled agricultural facilities in the area," says Darren Dale, Expo manager.

Cattle handling demonstrations were presented by Ron Gill. For over 20 years Ron Gill has provided technical expertise in beef cattle nutrition, management and handling to livestock producers as livestock specialist for Texas AgriLife Extension. Gill's presentation included ways to reduce sickness in high-risk cattle and increase and improve stockmanship skills. Changes in stockmanship allows producers to capture the economic benefits of improved livestock handling through reduced sickness, reduced labor and improved gains. Gill commented that it was one of the best attended presentations he has done in the past few years.

As featured on RFD-TV, Scott Daily was on hand to provide horse training demonstrations both days of the Expo. Scott has been around horses most of his life. His love for horses and desire to train them began in 4-H while he was growing up in Inola, Oklahoma. Scott started training horses about 15 years ago. After many years of working with challenging colts and horses, Scott has developed and perfected his own techniques. Scott believes in building trust between horse and rider. Scott was sponsored by Quality Implement.

It was a great opportunity for the public to meet and get an autograph from 3 time PRCA World Champion Bareback Ride, Will Lowe. Will has appeared in Sports Illustrated Faces in the Crowd in the Oct. 20, 2003, issue for tying the bareback riding world record of 94 points at the Pace Picante ProRodeo Challenge in Omaha, Neb. He travels with Wes Stevenson, Royce Ford and Tom McFarland and they call their group the "Wolf Pack".

Also, new this year to the expo, was the Whataburger Production Bull Sale. There were 16 lots of tremendous breeding bulls that sold at 6:00pm on Wednesday with not a seat left to fill. Auctioneer for the event was Bruce Miller. Average sale price was \$3100.

Dale added that the exhibitors lauded the "quality of attendee" at the show, which paid huge dividends to the vendors. "(The vendors) told us the attendees they spoke to were serious about buying supplies and equipment for their operations." He added the dates for next year's show had already been set as March 7-8, 2012 with more exciting entertainment lined up. Visit the website [www.wichitafallsranchandfarmexpo.net](http://www.wichitafallsranchandfarmexpo.net) or give them a call to exhibit 866-685-0989. Host hotel was the Holiday Inn. Corporate sponsors of the show included Vieth Tractor & Implement, Lonestar 102.3, News Talk 1290, Joe Tom White, and The American Hat Company in Bowie, TX.